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RESTAURANT BUSINESS

25TH RESTAURANT GROWTH INDEX

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SEPTEMBER 20, 1992 VOL. 91, NO. 14

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Cover Photogram by William Westheimer

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INDUSTRY REPORTS AVAILABLE

Reprints of the **1992 RESTAURANT GROWTH INDEX** and **1992 FRANCHISING REPORT** are available for $7 per copy. Direct inquiries to Editor Scott Allmendinger, *RB*, 633 Third Ave., New York, NY 10017.

IN THE NEXT ISSUE

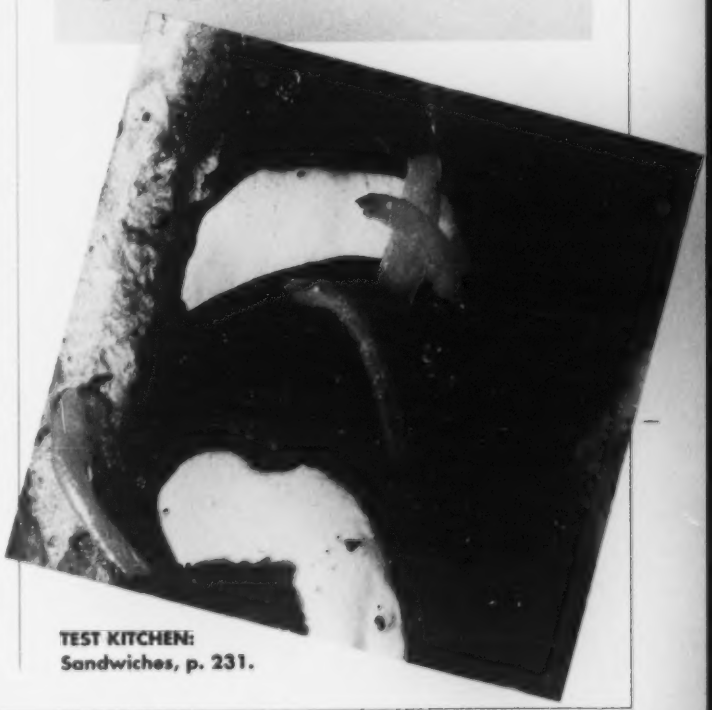
MAJOR FEATURE THE NEXT FOUR YEARS. The Presidential election looms large. Who will the winner be? And, more importantly, how will that impact upon the foodservice business for the next four years and beyond? *RB* makes a close analysis of the platforms and policies of George Bush and Bill Clinton and their consequences for the future.

TEST KITCHEN POTATOES. New twists on old favorites, from a comforting, old-fashioned dish of mashed spuds to an innovative pizza topped with slices.

CHEF'S ART ANDREW SWERSKY. At the Morada Bar & Grille in Boca Raton, Fla.

MARKET SEGMENT REPORT CHICKEN. Competition is fierce from the other fast-food concepts, c-stores, and supermarkets that have added poultry to the product mix. Fried chains are also combating a poor health image with skinless and nonfried innovations.

DRAFTS, CARAFES FESTIVE HOT DRINKS. Now is the time to start collecting recipes and planning for big holiday promotions.



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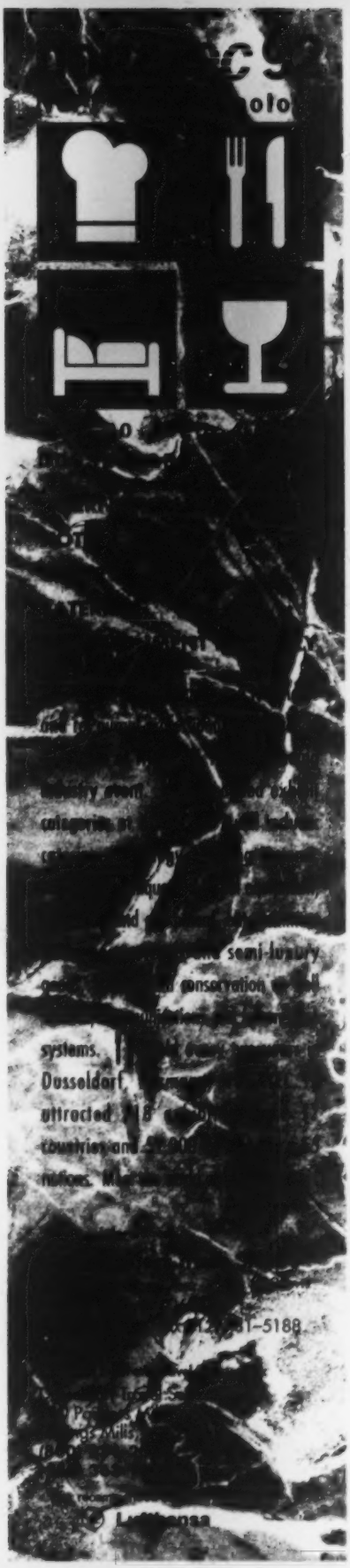

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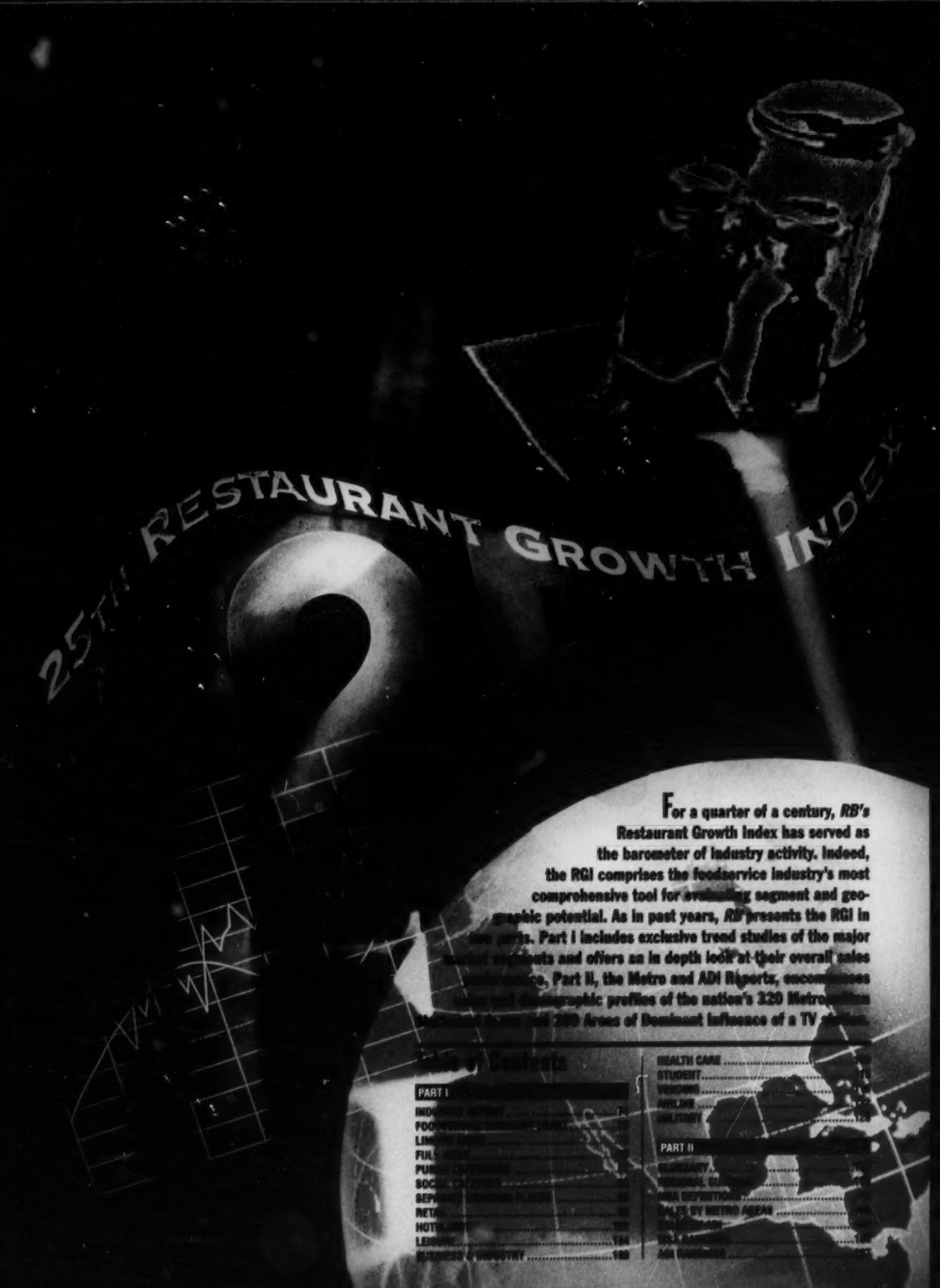

For a quarter of a century, *RB's* Restaurant Growth Index has served as the barometer of industry activity. Indeed, the RGI comprises the foodservice industry's most comprehensive tool for evaluating segment and geographic potential. As in past years, *RB* presents the RGI in two parts. Part I includes exclusive trend studies of the major market segments and offers an in depth look at their overall sales performance. Part II, the Metro and ADI Reports, encompasses sales and demographic profiles of the nation's 320 Metropolitan Statistical Areas and 210 Areas of Dominant Influence of a TV station.

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Modest Improvement Seen For Industry

Recession Kept Most Foodservice Sales Stagnant in 1991

After real growth of under 1% in 1990 and 1991, the foodservice industry seems poised to resume a longer-term upward trend. Specifically, the recession-plagued economy in 1991 held total industry growth to just 0.6% in real dollars (as adjusted for inflation), and 3.9% in terms of the recorded (nominal) sales increase.

The *Restaurant Business* forecast for 1992 shows modest improvement in virtually all sectors of the industry with the real growth rate estimated at 2.1%.

There are several reasons to be optimistic about the industry in 1992. First and foremost, the economy seems to be finally improving. The Blue Chip economic consensus projects 2.1% real growth in the gross domestic product in 1992, after a real decline of 0.7% in 1991. Similarly, disposable personal income is forecast to rise 2.2% in 1992, after a 0.1% decline in 1991.

Inflation for food-away-from-home in 1991 dropped to 3.4%—its lowest rate in over 20 years. Inflation is forecast at 3.5% for 1992, which should help operators keep their food costs in check.

Employment, however, remains weak. After a decline of nearly 1% in 1991, the 1992 forecast shows only slight improvement at 0.5%. Clearly, new entrants to the labor force are growing at a faster rate than the economy can support, as the unemployment rate has swelled toward the 8% mark in 1992 versus 6.7% in 1991.

PHOTOGRAPH BY PETER TURNLEY/BLACK STAR

Marines in Saudi Arabia, Christmas 1990. Military food sales may drop 5% this year.

PHOTOGRAPH BY JEFF ZALUBA

Meals like this Caterair International offering should help boost '92 airline food sales.

Eating and drinking places, which account for over 60% of all foodservice sales, had real sales growth of 0.7% in 1991 on a unit increase of 1.6%. Growth, however, has been uneven across the various segments within the eating and drinking place market.

Limited menu restaurants had a real sales increase of just 0.3% in 1991. The sluggish growth is in part due to the "value" meal trend and other discounting efforts. The 1992 forecast calls for much improvement in this segment, with real growth estimated at 4%. Note, however, that 1992 growth benefits from its comparison to a weak 1991.

Full menu restaurants had real growth in 1991 of 1.1%, a modest improvement over the (revised) 0.6% real growth in 1990. In 1992, the segment should continue to improve with growth estimated at 2%.

According to revised data from the Department of Commerce, **separate drinking places** have seem to benefited from the recent recession. Revised data indicates a 6.8% real growth in 1990 and 2.3% in 1991, making drinking places the fastest-growing segment within the eating and drinking places market. The 1992 forecast calls for more modest growth at 1%.

New to the Restaurant Growth Index this year is the in-store deli segment, part of the **retail market.** Supermarket in-store delis have been among the fastest growing outlets for food throughout the 1980s, with real growth for 1991 estimated at 5%, and for 1992 at 5.5%. Note that only prepared foods—which account for essentially all deli sales with the major exceptions of bulk meats and bulk cheeses—are included in sales figures.

Meanwhile, general merchandise stores, convenience stores and other representatives of the retail market all suffered the effects of the sluggish economy in 1991 and are forecast to return to positive growth in 1992.

Although construction of new **hotels** declined sharply in 1991, occupancy rates at hotels and motels continued to decrease in 1991. According to Smith Travel Research, occupancy rates declined 1.5% in 1991 to 60.9%. Similarly, foodservice sales declined by more than 2% in this segment with high-end, full-service hotels bearing the brunt of the decline. Occupancy

FOODSERVICE INDUSTRY SUMMARY

MAJOR MARKET SEGMENTS:	1991 Units	1991 Sales ($ MM)	1991 Purchases ($ MM)	1991 vs. 1990 % Sales Growth Nominal	Real	1992 Sales ($ MM)	1992 Purchases ($ MM)	1992 vs. 1991 % Sales Growth Nominal	Real	1997 Sales ($ MM)	1992 - 1997 % Compound Annual Sales Growth Nominal	Real
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Eating Places	396,904	166,222	56,845	4.0%	0.6%	177,040	60,655	6.5%	2.9%	251,739	7.3%	3.0%
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Full Menu	189,664	79,935	29,576	4.5%	1.1%	84,388	31,388	5.6%	2.0%	114,451	6.3%	2.0%
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Social Caterers	4,100	2,297	804	-3.6%	-6.8%	2,425	849	5.6%	2.0%	3,453	7.3%	3.0%
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Retail Market	119,768	17,608	7,307	5.3%	1.8%	18,697	7,783	6.2%	2.6%	26,283	7.0%	2.7%
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General Merchandise Stores (3)	9,900	1,161	453	1.7%	-2.9%	1,208	471	4.0%	0.5%	1,559	5.2%	1.0%
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Convenience Stores (4)	66,000	6,270	2,194	3.9%	0.5%	6,587	2,305	5.1%	1.5%	8,933	6.3%	2.0%
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Hotel/Motel Market	25,828	15,037	6,015	1.3%	-2.1%	15,563	6,225	3.5%	0.0%	20,594	5.8%	1.5%
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Motels (6)	10,300	2,497	999	3.0%	-0.5%	2,597	1,039	4.0%	0.5%	3,521	6.3%	2.0%
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Business & Industry Market	16,830	17,721	8,652	2.4%	-1.0%	18,341	9,170	3.5%	0.0%	24,271	5.8%	1.5%
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Contract	N/A	14,974	7,311	2.7%	-0.7%	15,507	7,753	3.6%	0.1%	20,752	6.0%	1.7%
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Hospitals - Internal	6,730	5,194	2,510	-0.1%	-2.3%	5,187	859	-0.1%	-1.9%	5,362	0.7%	-1.5%
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Hospitals/Nursing Homes - Contract	(8)	2,687	1,282	4.9%	2.6%	2,832	1,408	5.4%	3.6%	4,030	7.3%	5.0%
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Primary & Secondary Schools - Internal	15,575	8,281	4,140	2.6%	0.9%	8,525	4,263	3.0%	1.2%	9,719	2.7%	-1.5%
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Colleges/Universities - Internal	3,495	3,461	1,505	3.7%	0.3%	3,603	1,567	4.1%	0.6%	4,334	3.8%	-0.4%
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Vending Market	9,450	16,850	7,294	3.9%	0.5%	17,614	7,926	4.5%	1.0%	23,309	5.8%	1.5%
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Military	3,320	3,350	1,675	5.0%	1.5%	3,294	1,647	-1.7%	-5.0%	3,752	2.6%	-1.5%
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

FOOTNOTES:

(1) Includes ice cream and frozen custard stands.
(2) Units include only bars and taverns that serve food.
(3) Includes department, variety, and miscellaneous general merchandise stores.
(4) Includes primarily gasoline stations and traditional c-stores with foodservice.
(5) Includes supermarket restaurants, specialty food shops (such as cheese stores), and miscellaneous retailers such as liquor and book stores.
(6) Includes motels and motor hotels.
(7) Includes theme parks, stadiums, arenas, tracks, theaters, camps, clubs, etc.
(8) Contract totals are included in the totals for hospitals and nursing homes.
(9) Total unit count is given in the internal total.

Revisions based on "Revised Monthly Retail Sales and Inventories, January 1982 through December 1991"; Department of Commerce.

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PHOTOGRAPH BY JOE LYNCH/MEDICHROME

Nursing home food sales kept the health care segment from slipping in 1991.

rates are expected to improve in 1992, which should help the market avoid another real decline in foodservice sales.

The **leisure market** was the fastest-growing major segment in foodservice, with real sales growth for 1991 at 2.5%. While attendance at the country's largest theme parks was flat to down, other sectors of the recreation market continued to show growth. Cruise lines had a 10% increase in passengers, and attendance at most professional and collegiate sports events grew at over 5%. In 1992, the leisure market should continue to show growth of about 3%.

The **business and industry** segment suffered from the decline in total U.S. employment in 1991. Foodservice sales in this market are estimated to have declined by 1% in 1991. Only modest improvement is expected in 1992, as overall employment growth continues to be depressed.

The weak employment picture also negatively impacted the **vending** market as sales inched up only 0.5% real terms in 1991.

While the **health care** market showed positive growth of 0.6% in 1991, that growth is a reflection of the performance of the nursing home segment. Modest increases in hospital employment were more than offset by continued declines in the average daily adult census—the measure of occupancy at hospitals. Contractors experienced a relatively high rate of growth in the health care market for 1991—5.4%—as they represent an alternative for beleaguered hospital administrators. The forecast for 1992 remains much the same, as nursing homes will continue to provide what little growth there is, and contractors continue to make inroads into this under-penetrated segment.

Both primary and secondary **schools and colleges and universities** had enrollment increases in 1991 in excess of 1%. Schools are benefiting from a slight increase in school age children, while the recession has been credited with keeping more students at colleges. In terms of foodservice, both segments showed positive real growth of over 1%. Like health care, the rate of contractor growth at primary and secondary schools far outpaces internally run operations.

The **airline** market has been substantially revised this year to reflect actual purchases of food and beverages as opposed to airline payments to food contractors. Data for these revisions is based upon estimates from the Air Transport Association. Despite a decrease in revenue passenger miles in 1991, food expenditures increased nearly 1% in 1991. With a robust rebound in air travel in 1992, foodservice sales are expected to increase 3%.

While the Gulf War provided moderate growth in **military** food expenditures in 1991, decreasing troop strength is expected to reduce food expenditures in 1992 by 5%.

Barring a "triple dip" recession in the fourth quarter, 1992 should prove to be a much healthier year for foodservice with a real growth of 2.1%. Sales are expected to reach $308.4 billion while purchases increase to $118.1 billion. By 1997, industry sales are forecast to reach nearly $425 billion, with a compound annual growth rate of 2.5%.–**Technomic Inc.**

Downscale fine dining at Restaurant Bikini in Santa Monica. It's a full menu market trend.

25TH RESTAURANT GROWTH INDEX LIMITED MENU

Flat as a [Beef] Patty

Limited Menu Sales Growth Sluggish

The limited menu category is not so limited anymore. Lines of definition blur as hamburger chains test pizza, pizza chains try chicken, and chicken chains add buffets. Many quick-service chains have enlarged menus to attract more customers and expand into more dayparts, especially dinner.

These are not new trends; rather they have become integrated, solid strategies. But, as the McDonald's-types of fast food move more toward full service, upstart chains and smaller operations fill the void.

Market saturation is forcing growth-oriented chains to export units to foreign lands and explore alternative outlets domestically. Another strategy is to increase volume through "value pricing." But some analysts feel that this discounting has hindered rather than helped growth.

Real sales growth for the limited menu segment in 1989-90, according to *RB*'s Restaurant Growth Index, was only 1.7%; for 1990-91, growth was an even more minuscule 0.3%. The compound annual growth projected for the next five years—4%—was universally considered high by several marketing experts interviewed.

"Basically, last year was flat," says Steven Rockwell, an analyst with Alex. Brown & Co. "I would say, looking at the public companies, that there are two classes of companies. Some companies are doing very well and experiencing pretty good growth, and others are not,

PHOTOGRAPH BY LOIS ELLEN FRANK

and there's not a whole lot in between. In other words, there are very few companies that fit this average [flat real sales]. I think you've got companies on either side of the mean.

"In general, the fast-food companies last year performed worse than the full-service companies." And where the fast-food firms grew at all, you have to figure in the huge number of new units added, Rockwell says.

Nevertheless, says Natalie Blacher, senior director of marketing, planning and analysis for Burger King Corp., the reality is that people have to eat, and often they have to eat fast. So, unlike the negative growth of more discretionary goods like autos and domestic goods, "We're just maintaining traffic counts. It's soft, but we have not been as hard hit," Blacher says.

"I think people are doing a lot more aggressive things than they've done in the past simply because the marketplace is tougher, the results are tougher to get out of the consumer, competition is tougher, and the growth is not coming as easy," says Brian Dixon, vice president of marketing services for the Long John Silver's chain.

Take PepsiCo for instance, says Dixon, himself a corporate alumnus of the world's biggest restaurant company. In its 1991 annual report released early this year, PepsiCo "very clearly and quite beautifully talked about their penetration strategy: Put a restaurant literally in every possible place that somebody could have a desire to eat," Dixon says. PepsiCo, accordingly, is testing new ideas—from a kiosk selling Taco Bell fare in a KFC restaurant in Mexico City to a Pizza Hut Cafe and fast-food (Fastino's) pizza, both in Wichita. The latest bombshell is that Pizza Huts may soon be selling off-the-bone chicken.

"They're doing all that because their base business is pretty static," Dixon explains, "so unless they go after this revolutionary reach for penetration they're not going to continue to perform with the big numbers they've traditionally turned in."

Bob O'Brien, sales and marketing director for the NPD Group, which publishes the CREST Report, says that in terms of quick service restaurant traffic figures last year, the true front-runners were Oriental and Mexican restaurants, which showed double-digit growth. Some of this may be because of new units, of course, but it also may be true that Americans simply have a yen for salsa.

Pieter Roelofs, president and CEO of Taco John's International Inc., has his own take on the subject: "You've got a cross-cultural society in the United States that is more and more in favor of an accentuated taste profile, which hamburgers cannot fill." Realizing this, hamburger chains from McDonald's to Wendy's are adding Mexican items to their menus.

Menu diversification has fueled many chains. From all you-can-eat buffets being tested by KFC to McDonald's pizza, expected to go systemwide next year, lots of chains are expanding their menus. The question is, how far will it go? NPD's O'Brien thinks the trend may have peaked: "New products are not as hot an issue as it was two or three years ago."

Analyst Rockwell agrees, but forecasts "a wider disparity among fast-food operators with some, like McDonald's, moving closer and closer to a coffee shop or full-service restaurant." That begs the question, Roelofs says, of whether a quick service restaurant, which is basically "a production institution," can produce the requisite quality.

PHOTOGRAPH BY DON LUSHNICK

Long John Silver's execs say aggressive action is needed.

David Salyers, director of marketing for Chick-fil-A, Inc., doesn't think so, noting that his chain recently asked focus groups if it should diversify into burgers. The answer? "They didn't want us to try."

The strategy behind many menu expansions is to draw in more customers for dinner. "I think a lot of people are seeing that as a big opportunity for the future," says Salyers, adding that Chick-fil-A is working on the daypart. So are other chains—buoyed by the success of the casual dinnerhouse segment. And everybody's watching McDonald's test of chicken and pasta.

But pessimism remains. "Wendy's has failed in its approach to dinner," Long John Silver's Dixon points out. "People will probably try, but the dilemma is, once you have positioned yourself in one piece of the perceptual map of restaurants, it is pretty hard to break out. I can't perceive myself saying, 'Let's go to dinner and have a McDLT along with a side of baby potatoes with tarragon butter sauce.' "

Moving into the gap left by McDonald's and others' maneuvers toward the full-service sphere are the dou-

Chick-fil-A asked focus groups about adding hamburgers to the menu. The response: Don't do it.

ble-drive-thru chains. These are chains that have gone back to the traditional burger stop. While a chain like Long John Silver's is moving from its semi-dinnerhouse image to more of a fast-food concept via drive-thrus—Dixon says LJS's is installing them "as fast as we can build 'em"—Rally's and Crystal's are doubling them for good measure. Drive-thru-onlies, with very limited menus, are putting the "fast" back into fast food.

With near-saturation in the domestic arena, many chains have found opportunities abroad. The rush toward international expansion is an obvious direction, Dixon says, "when you can virtually go into Russia and position one thing and have people standing in line literally all day to get one hamburger."

Soft unit sales, rising real estate costs, and near-saturation in many markets are driving the search for alternative sites in college campuses, movie theaters, hospitals, airports, and factory worksites. Carts and kiosks go where full-size units can't. Other outlets include such relatively untried concepts as "express" units, delivery scenarios, and multi-menu food courts.

"The word has been new 'points of distribution,' but it really ends up being new 'points of access,' " says Daniel Gallery, executive vice president of the leading manufacturer, Carts of Colorado Inc. "That can mean anything from a cart to a kiosk to even a vending machine in the future."

And given the shift toward brand-name foods at contract feeding sites, quick service restaurants are buying up all the kiosks in sight—so much so that the current 10% to 20% share of kiosks manufactured for quick service restaurants will "shift dramatically," Gallery predicts, to a 60% to 70% share within the next two years.

Yet what's inevitable for quick service restaurants straining to grow in an era of zipped pocketbooks is more and more cannibalization of sales, even among the units of the same chain. As Taco John's Roelofs points out: "The whole game of the big boys is market share, and so even though you're flat but you have more units, that means that your market share is increasing."

If you can't open new outlets, the alternative strategy is to work to keep the customers you do have coming back; and there are new ways to compete here. Says Salyers at Chick-fil-A, "We're finding more and more that people are trying to grow through new products rather than new outlets." And new services.

Home delivery is a current hot button. It's coming, say observers like Jeff Lawson, senior director of market research for Pizza Hut. "Things like being able to call ahead, having reservations for delivered food," he predicts. "In the future an enormous array of things will be delivered—delivered well, delivered quickly—and technology will be brought to bear so those foods taste almost as good as they would in a [restaurant]."

Value pricing is one of the most controversial tactics. Pioneered by Taco Bell, many chains found the competition so persuasive that they were forced to follow suit. "It's not only the norm, it's essential for survival," Rockwell says. But most marketing sources say that temporary rock-bottom deals, such as Taco Bell's Fiesta Menu, featuring items as low as 39¢, just don't work and actually undercut other discounts.

"I don't think everybody has to turn into a Wal-Mart or a price player; in fact, I think it will be the death of many concepts if they try to compete on price," says Pizza Hut's Lawson. Accordingly, Burger King's Blacher says to look for ongoing discounts like BK's combo meals; Taco John's Roelofs says the same of his company's "traditional values" offerings.

There are also quick service challenges, like the dilemma BK's Blacher describes of recruiting computer-literate workers, or the complexities others say are inherent in the Americans With Disabilities Act and environmental regulations. "Absolutely, the government is getting much more intrusive, and it's becoming increasingly costly to run a business," Rockwell says.

Finally, the successful chains have never forgotten that the customer comes first and they continue to develop new services.

Eager to let customers have a say, several chains, like Burger King, Taco Bell, and Long John Silver's, have instituted "800" numbers—LJS's gets 4,000 calls a month. In-store posters, tray liners, and mission statements on tables and servers' caps reinforce the message that someone cares.—**Joan Oleck**

25TH RESTAURANT GROWTH INDEX FULL MENU

So Bad It Must Get Better

Casual is the Catch Word for Full Menu Growth

Is there life after recession? For full-service restaurant operators who've tried just about every trick in the marketing book to lure reluctant customers into their dens, the answer is, "There's got to be."

"Recessions can't last forever," says Robert Gilka, vice president of marketing for Spaghetti Warehouse. "People will have to get out or they'll go stir crazy."

As the recession wore on last year and customers took cocooning to new heights—some call it "burrowing"—restaurant growth came to a near standstill. Full menu restaurants showed real sales growth in 1991 of 1.1%, and that was an improvement over the prior year's dismal 0.6% real growth, according to *RB*'s Restaurant Growth Index. But the Index paints a somewhat brighter outlook for 1992 and successive years in the '90s—with compound annual growth projected at 2%.

"There's optimism," says Gilka, whose own Garland, Texas-based chain struggled hard to meet company projections in the last year by increasing

Lone Star Steakhouse's menu addresses new consumer demands.

Entertainment is the drawing card for most diners at The Beach Boys Cafe.

the number of price-oriented meal deals. "You had to reach out and pull people out of their houses," he says. "It was a rough—very rough—year."

Even the battered fine-dining sector, which has experienced declining traffic counts for the last few years, is showing signs of a recovery of sorts.

"Fine dining in the last quarter stopped collapsing," says Bob O'Brien, director of sales and market development for NPD Crest in Park Ridge, Ill. He says traffic counts were "flat" rather than down in the quarter through last May.

The best news is on the casual-dining front—widely considered the most thriving segment of all the fullservice restaurants. Customer traffic in the same quarter that showed fine dining to be flat was up 9% in the casual-dining segment, according to NPD Crest figures.

What's more, traffic counts at casual restaurants had been growing over the last four quarters while fine-dining counts had been dropping.

Coffee-shop restaurants like IHOP, Denny's, and Coco's benefited from recession-inspired trading down while chains such as Outback, Lone Star, and Cracker Barrel filled unmet demands by consumers for large portions of low-priced American-style meals.

The casual trend is expected to continue in the foreseeable future. "Our growth and most of the growth in the industry will be casual," says Gerard Centioli, partner and division president for Lettuce Entertain You Enterprises in Chicago, which owns three fine-dining restaurants in the Windy City, but has many more casual concepts.

When operators—both chain and independents—do look to expand, the big question is not whether to open a casual restaurant, but rather what kind of casual format.

Some industry advisers suggest that it may be time to bring back atmosphere akin to Saturday Night Fever. Americans, they reason, have been cooped up in their homes worrying about their shrinking incomes and the future of the world long enough; it's time to party.

"When they do go out, they will want to be entertained," says Janet Lowder, president of Restaurant Management Services in Rancho Palos Verdes, Calif. Consultant Lowder points to the crowds at Hard Rock Cafe and Planet Hollywood as well as The Beach Boys Cafe in Hermosa Beach, with dining, dancing, Beach Boys memorabilia, and live entertainment. A new "downscale" fine-dining spot in Santa Monica called Restaurant Bikini, she notes, is "packed."

Operators believe you can't go wrong with Italian, either. It's one of the most popular ethnic cuisines, and under-penetrated by the chains. General Mills' Olive Garden, the only serious nationwide Italian chain contender, continues to grow at a record-breaking clip.

Other chains have taken the cue. Pizza Hut is experimenting with a "cafe" concept and PepsiCo bought into a popular West Coast designer pizza chain, California Pizza Kitchen. Brinker International continues to experiment with new Italian concepts. Average annual sales of its relatively newest chain in the making, Romano's Macaroni Grill, are about $3.5 million.

Centioli says casual Italian is the most popular of all Lettuce Entertain You's concepts and says that its two rel-

Big portions at low prices is the strategy for chains like Outback Steakhouse.

PHOTOGRAPH BY MICHAEL ST. JOHN

atively new casual restaurants in that category, Maggiano's Little Italy and Tucci Benucch, will be expanded to the suburbs.

By moving into the suburbs for the first time, LEYE will go head to head with the national chain restaurants. It will no doubt be interesting to track the dynamics of that move since, as Centioli points out, independents have historically done well in the cities while chains cover the rest of the map. But chains, such as Pizzeria Uno, Chili's, and Olive Garden, are also moving into the cities.

Technomic Inc.'s Nancy Kruse says chains will find it difficult to take business away from strong casual independents such as Rich Melman's restaurants in Chicago or the Pano Karatassos' stable of casual eateries in Atlanta such as Pricci and the Buckhead Diner.

Chain penetration into the casual category is relatively low compared to the casual activity by independents. And the casual category is almost virgin territory for chains when compared to chain participation in the fast-food arena, now at or near saturation levels. Thus, there will be real growth potential for chains in the casual segment.

But they won't take over the market. "Independents control the major share of the casual segment. They will hold onto that majority share for the foreseeable future," says Kruse.

But the chains will be nipping at the independents' heels. "As chains reach maturity in quick service, they'll look for areas where they can logically grow. Certainly the midscale casual fits that bill," says Kruse.

Whatever the players, demographics will give a boast to the case for casual dining: aging baby boomers are not only trading down from fine-dining but trading up from fast food.

Says Steven Rockwell of Alex. Brown & Co.: "They've eliminated three lunches a week at McDonald's but they still have a need to go out. They'll spend $8 at TGI Friday's for a beer, a better product, and service." Adds Kruse, "I believe there will be a rising demand for fullservice."

PHOTOGRAPH BY BOB FILA/CHICAGO TRIBUNE

Maggiano's Little Italy with its corner bakery is moving to the suburbs.

It's still called fine dining, but the concept has been downscaled at places like Restaurant Bikini.

Customers will continue to look for value experiences when dining on a frequent basis, say industry pundits. And traditional fine-dining establishments just don't give the value they want.

To get around this dilemma for customers who nevertheless have high food expectations, many "casual" restaurants are trying to be more like fine-dining ones. This is making for a peculiar phenomenon: a blurring of fine-dining and casual restaurants, especially as it relates to food.

"What we're trying to do now is find fine food in a casual environment," says Centioli. For example, Lettuce Entertain You's Greek restaurant, Pegasus, is an attempt, says Centioli, "to serve the finest Greek food in a casual-service style."

But will customers return to high-priced fine-dining restaurants? This dining category is the biggest victim of the recession. The country is littered with fine-dining casualties, from the well-known L'Hermitage in Los Angeles to Maxim's in New York City.

"Fine dining may have been wounded but I don't think it's dead," says Fred Sampson, president of the New York State Restaurant Association, who notes the "institutions" such as Lutece, "21" Club, the Quilted Giraffe, and Le Cirque are surviving nicely, thanks to special occasion and expense-account business as well as loyal regulars.

"Maybe it won't proliferate. But it'll never go away," adds Charlie Trotter, owner of the acclaimed fine-dining restaurant Charlie Trotter's in Chicago. He notes that "modern" new establishments like Patina in Los Angeles, Bouley in New York, Red Sage in Washington, D.C., and a Mano in Miami Beach have stepped in to fill the void left by the closings of "tired" French restaurants with names like "Chez this and Chez that."

"What I don't see in fine dining is growth," says Lettuce Entertain You's Centioli. "There's no way someone is going to go out and build 100 fine-dining restaurants." But the fine-dining restaurants vying for customers' dollars will, says Gilka, "let their hair down a little."**–Marilyn Alva**

PHOTOGRAPH (LEFT) BY ALAN MCGEE, (FAR LEFT) BY KOS EILEEN FRANK

It's expected that full-service restaurant chains will have a tough time against strong independents like Pricci in Atlanta.

Lines Have Been Shorter For Cafeterias

Chain Executives are Seeking New Concepts to Bolster Sales

Three of the five largest cafeteria chains—Furr's/ Bishop's, Piccadilly and Wyatt's—now have new presidents. These, among other executive changes, might be tagged to the fact that customer counts are down at most chains, as are same-store sales. Additionally, some cafeterias are being shut down, and others are being refitted for other foodservice uses.

"We have seen years where the segment has grown faster, so I can't say business is booming," says Brian Von Gruben, executive vice president and marketing director for Baton Rouge, La.-based Piccadilly Cafeterias Inc.

More dour in his assessment is Ralph Erben, president and chief executive officer of Lubbock, Texas-based Luby's Cafeterias Inc. in San Antonio. "At many of our ideal locations we had almost been isolated foodservice providers," he says, "but now we're being rimmed by competitors. It's like the Indians circling the wagons."

Despite the bleak perspectives, *RB*'s Restaurant Growth Index found that among the four categories of separate eating businesses—the others being limited menu restaurants, full menu restaurants, and caterers—public cafeterias showed the most significant growth in terms of real-dollar sales in 1991, up 1.2% from the previous year.

Still, the segment is being hurt by the growing number of steakhouses and all-you-can-eat places, though cafeteria chain executives want to believe these competitors only pose a short-term threat. "In most instances, within a year, we regained what we lost," Erben says.

Just the same, cafeteria chains are planning new strategies. Luby's is about to pump up its marketing effort. Furr's/Bishop's is positioning itself as the "all-you-can-eat" cafeteria and trying new concepts, such as its three El Paso BBQ restaurants and four Zookini's.

Piccadilly now seems focused on rethinking recipe changes of recent years, in an effort to play up quality and value. "If we made a change that wasn't done strictly to improve the product, we're going back to the old recipe," Von Gruben says.

Barring economic miracles, cafeteria chain executives don't expect rapid growth in the near future. Still, there will be some new stores built, and not necessarily only in the South where most cafeterias are currently concentrated.

Furr's/Bishop's is positioning itself as the "all-you-can-eat" cafeteria.

"There are definitely some new areas in our future, especially those adjacent to where we're at now," Erben says. **–Don Nichols**

SOCIAL CATERERS

Lavish Spreads Fade Away

Caterers Take a Big Hit During Recession

The recession hit catering businesses with a wallop last year. In fact, among all the separate foodservice categories analyzed in *RB*'s Restaurant Growth Index, none fared worse than catering —which registered a decline of almost 7% in real dollar sales from 1990 to 1991. Reduced spending by corporate clients appeared to be a major factor.

"When businesses started suffering economically, catering was one of the first things they cut," says Gayle Skelton, president of A Catered Affair in Dallas. "They're still spending money, but not anywhere near like they used to."

Caterer Jerry Edwards, owner of Chefs Expression in Baltimore, illustrated the corporate cutbacks: "One client who spent $23,000 on an elaborate Christmas party in 1990 was only willing to spend $2,000 this past year."

In trying for a rebound, caterers are employing a variety of tactics. Edwards, for example, has put more emphasis on weddings and social functions—business which now accounts for 65% of his sales, compared to just 30% three years ago. "I probably wouldn't be in business today if I hadn't gone after those new markets," he says.

Caterers Murphy's and Tuohy's joined forces in Atlanta.

To trim operating costs, many caterers are striking partnerships with their competitors. In Atlanta, it's an option that appealed to Murphy's Catering, which now operates as Murphy's and Tuohy's Catering. "For us, there's strength

For more information on Coca-Cola circle number 23 →

in numbers, plus now we only have overhead for one kitchen instead of two," says Shelley Pedersen, special projects director for the merged company.

One development that has caterers reaching for the antacids is the new interest by hotel owners—also big losers in 1991—in providing outside catering. "They can do off-premise catering cheaper because they own all their own equipment," Skelton points out. But he says that problem may disappear when the economy is revived. "Hotels still think off-site catering is a pain in the back."

Assuming the recovery does occur, the Restaurant Growth Index projects a 3% compound annual growth in real sales over the next five years—better than today's market, but hardly enough to compensate for the tough times caterers endured in 1990 and 1991.

As for future trends, some caterers predict that their businesses will eventually be "legitimized" through state-mandated licensing, a move which may eliminate borderline operations. Some also envision more cooperative buying from vendors and buying ready-made food products from other caterers. "Caterers will be trying to work smarter," Pedersen says. "If they can buy a top-quality product, they may not go through the mental anguish of making it themselves."**–Don Nichols**

Drinking Place Future Dim

Country's Anti-Alcohol Mood Taking Its Toll

The nation's separate drinking places—bars and taverns that serve food, but mainly alcoholic beverages—face an ominous future. Numbering just over 40,000 establishments, food sales at drinking places rose by 2.3% in real dollar terms last year. But even that tepid increase is better than the paltry 0.5% sales growth projected for the segment during the next five years in *RB*'s Restaurant Growth Index.

Reduced alcohol consumption, rising costs of business, and increasing social and regulatory pressures all have taken their toll.

In the Chicago neighborhood where Bruno Roti operates his Bruno's Lounge, for example, 11 other taverns folded during the last decade. That has meant more business for Bruno's, but profits are scanty because liquor license renewals, liability insurance, rent, and inventory costs are up sharply.

"I make less profit selling a shot and a beer for $3 today than I did for 60¢ in the '50s," says Roti.

The decline of drinking in general is the biggest blow, says Gary Roberts, owner of Ye Olde Style Inn in La Crosse, Wis. In 1978, Roberts' Saturday morning "cartoon club" would rake in $1,000 with 50¢ Bloody Marys. "Today, people would look at that as anti-social," he says.

Roberts has survived lower bar sales by making the Inn a sports bar with 10 TV screens and by adding hot food. "If I had to rely on beverage, I would have closed a long time ago," he says.

Live Irish folk music and locally made beers are keeping Michael Beglin in business at the East Avenue Tavern in Portland, Ore. "You have to compete much harder for a shrinking number of customers," he says.

And at Chicago's Amber Lantern, owner Carl Watson lays the blame on politicians for increases in alcohol taxes and tough drunk driving regulations. "People aren't coming out like they used to," Watson says. "[Illinois Gov. Jim] Edgar and [Chicago Mayor Richard] Daley are running the small guy out of business."

Often it is the thriving watering holes that are the most at risk from this anti-alcohol mood. Residents of Halsted Street in Chicago who are fed up with noisy and rowdy bar patrons have filed a petition to vote the precinct dry. Passage would cripple the popular nightlife strip. To date, a quarter of Chicago's 2,900 precincts have gone dry.

Attrition will continue in drinking places in coming years. Many older Mom and Pop operators would love to sell their businesses, but there are no buyers. So they hang on for retirement, prisoners behind bars.

Randy Bilderback puts in 80-hour weeks at Randy's in Chippewa Falls, Wis. "Used to be, you could afford to have someone work for you, but not anymore," he says. **–James Scarpa**

PHOTOGRAPH BY BROOKE HUMMER/CRAIN'S CHICAGO BUSINESS

Carl Watson, owner of Chicago's Amber Lantern, says tax-raising politicians hurt businesses like his.

Mall Maul

Tight Purse Strings Tie Down Consumers' Spending Habits

How do you succeed in retailing when shoppers won't let go of their dough? That's the concern retailers face today as debt, job worries, and declining real wages make consumers reluctant to spend money on meals and merchandise alike.

Retail foodservice had overall real growth of merely 1.8% in 1990-91. Although that's projected to improve to 2.7% in 1992-1997, few retailers are cheering.

"You keep hearing about recovery from the recession, but honestly, I see no change," says John Lovelace, director of foodservices for Minneapolis-based Dayton Hudson department stores.

However, some retailers are finding opportunity in the age of tight spending. Certain mega-malls, mass merchandising stores, supermarket delis, and innovative department store restaurants are ringing up sales with a variety of come-ons—convenience, brand-name foods, even recreation and entertainment.

With last month's opening of the Mall of America in Bloomington, Minn., there was speculation about whether the country's first "mega-mall" will start a retail trend or be a massive white elephant.

West Edmonton Mall in Edmonton, Alberta, Canada, coined the term mega-mall for a huge hybrid regional shopping center and an amusement park, in which recreation and dining are as much a draw as shopping.

West Edmonton Mall has averaged more than 20 million annual visitors since opening a decade ago. The 5-million-sq.-ft. complex includes 800 retail stores, an indoor tropical water park, an amusement park with roller coaster, an aquarium, an ice skating palace, and 110 restaurants and nightclubs.

Mall of America has 4 million sq. ft. and space for 370 stores, when fully leased. It also has a Knott's Camp Snoopy amusement park. Like West Edmonton, it positions food as a draw, with 70 foodservice outlets

Among well-known restaurant operations involved are Richard Melman's Tucci Bennuch, Wolfgang Puck's California Pizza, Ruby Tuesday, Boogie's Diner, Hooters, California Cafe, and Fat Tuesday.

Will "mega-malls" like Minnesota's new Mall of America start a trend or become white elephants?

Pre-opening hype by Edmonton-based developer Triple Five Corp. has Mall of America projections beating Edmonton's attendance numbers. But skeptics question whether the promised hordes of visitors will be drawn to wintry, non-touristy Minnesota.

They also wonder if customers will ultimately find the monster mall overwhelming and inconvenient after the novelty wears off.

So far, that hasn't happened at Gurnee Mills. The 1.7-million-sq.-ft. discount outlet center north of Chicago just recently turned one year old and notched its 15 millionth visitor. That makes it the biggest tourist destination in Illinois, claims its developer, Western Development Corp. of Washington, D.C.

Gurnee Mills' two food courts, one themed as a 1950s drive-in, the other as a Midwest county fair, help patrons

Knott's Camp Snoopy at Mall of America.

PHOTOGRAPHS BY BOB PERZEL/MALL OF AMERICA

The mammoth Gurnee Mills discount outlet center north of Chicago boasts two food courts.

shop without dropping for hours at a stretch, says the company's Carole Asher. "We treat food courts as anchors while other malls put them in the worst spots," she says.

However, in hypermarkets, bigger isn't better—it's a curse.

The hypermarket idea originated in Europe in the 1980s, where it's a smash. They are 200,000-sq.-ft. to 300,000-sq.-ft. temples of one-stop shopping—offering everything from a cheeseburger and fries to automobile tires and compact disc players—all under one roof.

But they're a flop in the States, perhaps because U.S. customers lack the stamina to trek through the daunting hangars. It's also too costly to staff them with hundreds of employees. Even accomplished retailers like Wal-Mart and Kmart have decided not to expand into hypermarkets after testing a few.

On the other hand, warehouse membership clubs, which typically run about 100,000 sq. ft. in size, have been much more successful—perhaps because the self-serve aspect of the concept cuts labor costs. They grew 34% to $29 billion last year, according to a study by New York City-based Packaged Facts Inc.

They offer below-wholesale prices on a wide range of merchandise to a membership limited mainly to union members and the self-employed.

Some, like Sam's Club, a 200-store division of Bentonville, Ark.-based Wal-Mart Stores, dabble in foodservice too. Sam's "Pete's A Club" stand offers freshly baked and take-and-bake pizzas at rock bottom prices—only $5.21 for a 14-in. pepperoni pan pizza.

Full-line department stores have struggled in recent years, with bankruptcies and consolidation commonplace. Bloomingdale's parent recently emerged from Chapter 11; Macy's is still trying to get out.

But Dayton Hudson Corp. has kept a strong franchise in the Midwest. One of its strategies is to stay on top of consumer eating trends.

"We're not your typical old department store tea room," says Dayton Hudson's Lovelace.

The hottest new food trend at Dayton's today is juicing. The company recently remodeled a frozen yogurt stand in the Marketplace carry-out food level into Yogurt and Juice Express. It's doing a big business in eight flavors of freshly squeezed juice, including orange, carrot-parsley, apple-carrot, and citrus blends.

Also eyeing the trends is the Nordstrom department store in Oak Brook, Ill. "We've been able to keep the restaurants very full at lunch, and raise dinner business 30%," says director of foodservice John Clem.

He gives much of the credit to lighter menus, with dishes such as Oriental shrimp salad, a combo of Caesar or spinach salad and cup of soup, and the Pub's new harvest burger, made with ground turkey. "It's a tremendous seller," says Clem.

Macy's financial woes haven't stopped Wolfgang Puck's California Pizza from becoming a hit. The eat-in and carry-out pizza and salad boutique is one of the highest grossing departments per square foot in the San Francisco Macy's.

Macy's plans to expand Puck's pies to its other stores, including its new anchor in the Mall of America.

Restaurant operators have nervously watched improving supermarket deli food siphon away sales in recent years. That's what inspired the Supreme Court concept, a food court-type collaboration between restaurateurs and supermarkets.

The first Supreme Court, which opened early this year in a Price Chopper store in Kansas City, features food kiosks by Godfather's Pizza, Chi-Chi's Mexican Restaurants, Bennigan's, Ricky Shaw's Oriental Express, Fifth & Grand Sandwich Shop, and Wingers, a chicken concept.

Consumers accepted the court from the beginning, says developer Victor Cascio. In its first few months, takeout and on-premise restaurant food sales exceeded 4% of the supermarket's total sales.

The second Supreme Court will open in a Cleveland supermarket soon.

The two largest convenience store chains haven't invested much in new foodservice lately. They're still recovering from their 1980s leveraged buyout binge.

Southland Corp., parent of segment leader 7-Eleven, is still struggling after emerging from bankruptcy last year. The company announced in August that it had lost $17.9 million during the second quarter this year, and that it will cut 1,800 jobs.

Bankruptcy proceedings ended in August for number-two chain Circle K when the court authorized a $402 million buyout of the company by an investment consortium called CK Acquisitions. A new business plan will pump $300 million into modernized facilities and foodservice equipment for Circle K, but will necessitate closing 1,500 of its 3,700 stores. **-James Scarpa**

There's Been Too Much Room At The Inn

Hoteliers Begin Playing the Food Game with New Rules

No one in the hotel business, least of all the hotel restaurateur, needs to be reminded that these are troubled times. With the supply and demand balance badly out of line, the hotel sector has had a rough ride for several years and there are few signs of an upturn soon.

True, percentage occupancy for the first five months of this year was up 2.9% over the same period in 1991, according to Smith Travel Research. But with occupancy levels still hovering below the 60% mark, that is hardly a statistic to send hoteliers dancing into the streets. Just as significant an index of industry confidence and health is that room rates inched up a mere 0.7% over the same period.

Hotel food and beverage operations are also under pressure. Inevitably, the effects of the recession—characterized most notably by an almost audible tightening of belts across the country—have worked their way through to hotel restaurants.

Equally important, the '80s boom in free-standing restaurants has wound up the competitive pressure to a new level. With more food outlets competing for a shrivelled customer base, the rules of the game are changing fast.

As many hotel food and beverage executives freely admit, the sector has in many cases been slow to adapt, or has been misguided in its response to those changes. The signs now, though, are that the industry has woken up to the challenge.

Certainly, judging from a series of interviews with hotel food and beverage directors around the country, there is no shortage of realism about the problems ahead. Most believe that any upturn is unlikely to come soon, and that when it does come, it is unlikely to return the industry to the giddy heights it once occupied. In short, the boom times are over.

Says Sean Handerhan, marketing director for food and beverage at Marriott Hotels: "From a restaurant standpoint, we have had a very flat to downward trend for five years or so." He says Marriott was somewhat more pessimistic about conditions than the Restaurant Growth Index forecasts for this year (flat sales) and for the next five years (average annual increases of 1.5%). And he adds that "we can't assume that [the market] will return to its previous condition. The scale of the downturn has forced us to do some real heavy gut checks."

Robert Dallain, vice president for food and beverage at Hyatt Hotels & Resorts, sees the market's immediate prospects in similar terms. "The future is not as bright as many people think. It will be 1994-95 before the glut of rooms eases off. And it is going to be very difficult to compete with the restaurant across the street. Our numbers have been going down since 1985." Over the next two years, he says, "I don't know if we will pick up much, but we should be able to stop the hemorrhaging."

Dallain is scathing in his remarks about how the sector has addressed its problems. "I believe we priced ourselves out of the market," he says. "We were losing covers to the freestanding restaurants and we reacted by increasing prices." He also cites complacency. "With breakfasts, we said, 'We have a captive market here.' Well, obviously we don't."

Dallain's answer when he took over at Hyatt a year ago was "to reevaluate everything," with goals of eliminating waste, cutting costs, and streamlining the system. "We had high inventories, what I would call ego wine lists, and if you ordered a Bloody Mary, you'd get an entire salad with it."

He moved to standardize menus and wine lists, eliminate "dead stock" and promote the Hyatts regionally. In line with a continuing industry trend, he also acted "to eliminate fine dining and replace it with specialty or regional cuisine," and to introduce deli-type coffee shops and theme bars.

He claims several successes: food costs are down 2%; average checks are up; and covers have increased slightly. But, typically, the recession continues to hold Hyatt back. Dallain concedes: "People just aren't spending, and that goes for corporate and leisure business."

Marriott's response, according to Handerhan, has been "to get

A food and wines portfolio for Marriott, where sales trends have forced "some real heavy gut checks."

back to real needs—service, food quality, and execution. We are less inclined to spend on superficial initiatives. We can't assume that reinvesting capital in, say, a new decor package is going to reap returns."

Handerhan adds that Marriott is working "to make sure every item on the menu is priced competitively." Its Taste of America program also aims to produce "regional cuisine that incorporates food we think is the future in terms of what the customer wants, and being easier to produce," he says.

The move to more casual dining is almost a universal credo in U.S. hotel restaurant operations, and coincides with a realization that, as Peter Kleiser puts it, "you have to be market-driven. We are working to understand what the customer wants, where before we used to decide for them."

Westin's "Paso del Norte" is a example of the trend by hotels to implement regionalized cuisines.

Kleiser, senior vice president for food and beverage at Hilton Hotels, cites "our coffee shops which offer food from around the world—sushi, Italian, Mexican, and Japanese buffets in places like New York or Hawaii, where we have a lot of Japanese business." He also sees an increase in room service revenues. "Especially in recessionary times, everyone works long hours and more people tend to work in their rooms."

Understanding customer needs, as Martin O'Dowd, director of food and beverage at Holiday Inn, points out, requires research and more research. Holiday Inn has acted on its findings to make major changes to its restaurants and menus. He cites a Southern country breakfast introduced at its Briley Parkway hotel in Nashville that "increased our breakfast capture factor by 13%."

He is another who believes that "we won't ever get the high prices or the gross sales that we used to. I do see some return to elegant dining, with upscale chefs coming into the grand hotels. But that will be at the premier properties. It won't be an industry trend." He adds his belief that hotels must now fight even harder to compete.

"Hotel restaurants used to take a lot of revenue from the breakfast market," O'Dowd says. "Now every gas station does breakfast. And anyway, in trying to make a difference, a $3.75 breakfast is not going to do it. The only opportunity for us to outperform the trend is in catering and room service."

So, Holiday Inn is going hard after the wedding and reunion markets. This year, it launched a new wedding package that generated $500,000 in business in its first 90 days. O'Dowd notes that in addition to the immediate return, an average wedding also generates seven sleeping rooms for the hotel. Holiday Inn is also about to launch a new drive into the reunion market, whether class, military, or family.

The banquet business has long been a dependable earner for the major hotel chains, but it, too, has suffered the withering impact of the recession. Kleiser of Hilton notes that "the conventioneers are cutting back. There are less sponsored parties and more conventions are letting attendees fend for themselves." The woes of the banking industry have also taken a toll.

Hilton's restaurant sales dropped sharply last year, from $1.2 billion in 1990 to $1.1 billion. This year, sales figures are running stable. As Kleiser says, "where we had seen increases of 10% a year, the market just turned flat on us."

At the same time, Hilton's performance has benefited from tight cost control. Says Kleiser: "We have a lot of pricing programs. We are buying better and smarter, and because of our size we have a lot of buying power. We also have a co-owned equipment corporation, which helps a lot."

Labor costs are, by general agreement, the major impediment to cost control in the trade, and the most intractable. As Kurt Fischer, vice president for food and beverage at Westin Hotels and Resorts, puts it: "The industry has to realize that if it can't rein in labor expenses, it won't be able to compete with the freestanding restaurants.

At Radisson Hotels International, Jim Callaghan, corporate director for product research and development, says the company is countering high benefit and tax costs by "becoming more sophisticated in forecasting the peaks and valleys of business." It is also buying more "convenience items to cut labor, and reevaluating our bake shops."

Holiday Inn is beefing up staff levels in areas where staff has direct access to customers, and giving them more decision-making power, while thinning out the ranks of management. And Handerhan says Marriott is following a similar strategy, reducing labor "allocated to menial tasks. If we can have outside people, say, make pre-prepared food to our specification, we will."

Westin's Fischer argues that "the next few years are definitely going to be tough. The customer is more aware of value than ever before. And the industry has just taken too long to realize that." At the same time, he criticized the "short-sighted" hotels which had put food and beverage "on the back burner.

Food and beverage can be one of the most profitable areas, and it will determine (many hotels') success in the future," Fischer says. "There will be too many rooms for a long time, and companies will have to look elsewhere to make money. It is very simple."

Many food and beverage executives are banking on that, and it is a prime source of whatever optimism they have for the future.

As Handerhan puts it: "We see the changes we are making as a result of the recession as long-lasting. When the market expands, we will be in a better condition to grow than we are now. This is a great mid-course correction for the company."

-John McLaughlin

Heading For The Great Outdoors

Leisure-Time Foodservice Adapts to New Times

Leisure time, that dwindling commodity of American life, is being spent more and more in the great outdoors, according to experts from the recreation industry. Witness the 69% jump in recreational vehicle orders for the first quarter of 1992 versus the same period last year.

The Great Smoky Mountains or the Pacific Northwest are the hot places to go, and it makes sense. Most families can't arrange as much time off or travel as far. The average vacation in 1991 lasted just 4.2 nights, and the average distance traveled was a mere 808 miles, according to the U.S. Travel Data Center.

Not surprisingly, KOA Kampgrounds Inc. reports a steady increase in tent counts at its 600 outlets nationwide. And Joe Horvak of the Travel Data Center adds that, "The National Parks for the past several years have been experiencing a 3% rise in summer visits. This will be the fourth consecutive year.

"Over the whole year, [the national parks] are expecting about 270 million people," Horvak says. "With that goes hand in hand an outdoors thing. The trendy thing now is the environmentally conscious vacation—low impact camping." When it comes to eating out while camping out, "environmental correctness" these days means developments like mandatory refrigerated garbage rooms for food concessions at Yellowstone—bear country—and the campaign to phase out plastic-foam cups in the national parks.

The parks are also the site for the recent business development that had Matsushita Corp. purchasing MCA, which owned the parks' best known concessionaire, Yosemite Park and Curry Co. This meant Japanese control of an $80-million-a-year operation just down the road from the giant sequoia groves and the Old Faithful geyser, and Washington was not pleased. So Matsushita bowed out and allowed the National Park Foundation to temporarily purchase the concession and auction it off.

Taco Bell and McDonald's are among those interested. And the implications? "You would not see the golden arches in Yosemite Valley; we have pretty strict regulations," says Lee Davis, chief of parks concessions management.

For leisure seekers unable to make it out West, historic attractions are more and more a magnet; a 1991 study by the National Endowment for the Arts shows that 30% of households on vacations visit historic sites. If they also want a bite to eat, odds are increasing that they'll pair a family entertainment center with lunch.

PHOTOGRAPH BY ANNE GUMMERSON

Dining has gone upscale at Orioles Park in Baltimore.

Susan Mosedale of the International Association of Amusement Parks and Attractions says these family centers are springing up at malls and restaurants everywhere. "A lot of restaurants are starting to put in amusement-type things," says Mosedale.

In that same mode—pairing food with other activities—a 1990 National Golf Foundation survey found that 65% of golfers in 1989, or 15.6 million people, purchased food or drink while at a course or club.

The average fee was $7.21. That's a big tab, considering that golf showed a 3.9% compound growth rate from 1987 to 1991.

For the nation's favorite pastime, meanwhile, ARA Leisure Services Group is serving up crab cake sandwiches, personal pan pizzas, and other upscale goodies at the new state-of-the-art Orioles Park at Camden Yards in Baltimore. ARA vice president Steve Wurzbacher says that, besides traditional concessions, his company is also offering increased suite catering and corporate boxes; premium club seating with wait service; the large private Camden Club; a less formal restaurant, Pastime's, and a sports bar, Bambino's.

As for Americans who make it to foreign lands aboard cruise ships—a leisure activity that's been growing by 10% a year and is now almost back to pre-Gulf war levels—the new trends in food are light cuisine and multiple choice. Crystal and Norwegian cruise lines are among those offering multiple restaurants at sea.

Of course, for vacationers on the other side of the Atlantic, the newest pastime is the mother of all theme parks, Euro-Disney, which opened for business April 12 and premiered 30 restaurants in the process. "We were very concerned," says Larry Slocum, Disney's vice president of food and custodial services, "whether Europeans would eat counter service, and we were pleasantly surprised that they did. It really took off with New York-style delis and barbecue. They can't get enough of barbecue."

Disney fans who make it only as far as Orlando can enjoy both barbecue and a blast from the past at Walt Disney/MGM Studios' new Sci-Fi Dine-in. The drive-in comes complete with tables enclosed inside '57 Chevys and nonstop screenings of grade-B Godzilla movies.

"We're taking a breather this year," says Slocum, describing yet another recent premiere at the movie park, a brick-oven pizzeria called Mama Melrose's Restaurante.

Still, Mickey Mouse fans should be glad to hear of the new Disney World eatery planned for next year: It will salute the old Mouseketeer Club, complete with mementos from Annette, Bobby, and Darlene. Get out your ears, everyone.-**Joan Oleck**

'Dining In' Is A Losing Proposition

Unemployment Puts a Dent in Business and Industry Food Operations.

At Ford Motor Co., employees can dine in the company's cafeterias, or they can buy take-out meals and frozen yogurt at in-house convenience stores. The 3M Co. in St. Paul tempts its workers with state-of-the-art dining facilities and several convenience stores. And Service America Corp. is helping its corporate clients establish brand-name foodservice programs which might, for example, include separate kiosks for Dunkin' Donuts and Taco Bell.

It's all part of the business and industry segment's pitch to keep employees in its cafeterias instead of defecting to the fast-feeder or white tablecloth operation up the block. But in today's lean and mean environment, even companies with a tradition of offering employee dining facilities are eying closure of those units as potential budget-savers.

"Use it or lose it will be the prevailing theme" of the decade, believes Neil S. Reyer, a vice president for Chemical Bank in New York. "The message to employees, and I'm hearing it from many corporations, is that we don't have an obligation to feed you."

Chemical Bank is in the process of absorbing Manufacturers Hanover Trust, and in many cases, the bank is dealing with two sets of everything, including cafeterias—many of which will be closed.

Another change at Chemical Bank is that the executive dining room is now designated solely for entertaining clients. "The executive dining room was a big perk for so many years, and now it's purely business dining," Reyer says. "If you don't have a guest, you don't use that facility."

These tough corporate decisions about modifying in-house dining facilities are being made, in part, because there simply aren't as many employees to feed anymore. The continued rise in unemployment is seen as the major reason 1991 food sales in the business and industry segment slid by 1%, in terms of real dollars, from the previous year. Those sales were expected to remain flat this year, and increase only minimally through 1997.

As a product of the sluggish economy, foodservice operators in the business and industry market have had to deal with the down-sizing or "right-sizing" of U.S. corporations. "As right-sizing occurs, organizations are flattening, and this to a great extent affects the subsidies that so many of our foodservice operations depend upon," says Gary Gunderson, the Arizona corporate manger for Motorola Food Works, and president of the Society for Food Service Management.

The 3M Co. features state-of-the-art dining facilities, most of them offering full-service menus.

The 3M Co. operates 17 cafeterias, serving between 50 and 1,600 customers at lunch.

Most corporate dining facilities are subsidized, and foodservice executives are caught in a bind: They want to reduce the subsidy while boosting the profitability of the dining operations, but it takes some investment by the corporation to keep its foodservice operations on the cutting edge.

"Down-sizing continues to be the biggest issue," says Dick Kresky, vice president of total quality management for Marriott Corp. "What we're finding is there's still a commitment to offering some kind of meal service, but the subsidy to provide that service is decreasing."

"Subsidies are all over the place," notes Debi Beneditti, vice president of Bon Appetit Management Co., a five-year-old, $45 million contractor based in Menlo Park, Calif. "We treat our restaurants like hotels," she says. "Our customers are our guests and we fight for them everyday. If the marketing and image of the cafeteria is right, then operating without the safety net of a subsidy is very possible."

"Attaining zero subsidy is a big issue in foodservice right now," agrees Amy Greenberg, vice president and director of corporate dining services for Shearson Lehman Bros. in New York. "All of us have been hit by down-sizing, and cost containment, reduction of expenses, operating more efficiently. We have to face all this while trying to encourage people to use our facility and not the restaurant down the street."

Shearson Lehman Bros. began down-sizing its operations in early 1989, mothballing a new cafeteria in its main building and closing another one in an adjacent building. The closures were a direct result of layoffs and early retirements by the financial services firm.

Although it has no plans to reopen either of the two shuttered facilities, the company is trying to be innovative in the dining choices offered. The company opened the Greenwich Diner, which features home-style cooking in a diner atmosphere; the Mongolian Wok, serving up fresh vegetables and stir-fries; and Uncle Cha-Chi's, which offers Mexican-style tacos and entrees. "Foremost in our minds is keeping the customer happy, and we're working very hard, with a little less money, to do that," Greenberg says.

In an effort to keep the ever-fickle customer satisfied, business and industry menus are becoming increasingly commercialized, as company foodservice staff adapt eating trends popularized by restaurants. For instance, customers at Ford's dining unit can pick up some Kentucky Fried Chicken, highlighted by Colonel Sanders' sign, right on the serving line, or they can stop at a Taco Bell kiosk, conveniently placed right in the cafeteria at the automotive company's Dearborn, Mich., headquarters. "It's not the whole answer, but it's part of our attempt to keep our customers coming to us, not going to the mall," says Arthur Miller, Ford's manager of corporate foodservices.

On an average day, approximately 100,000 customers use the more than 100 cafeterias and dining units operated by Ford. The annual foodservice budget is about $75 million, Miller says.

Service America Corporation is responding to its clients' efforts to keep customers on-site by creating "value meals" and featuring more brand name products. General Foods, General Mills, Sara Lee, and Tyson are a few of the nationally-known brands that the company is introducing to its foodservice operations.

"The consumer perception is that brand names mean high quality products," says J. Tighe Merkert, corporate vice president for marketing services. "If we offer a brand name product, chances are good customers will pick our item over a generic product or off-site competitor."

Brand-name food is not an issue for the 3M Co., which operates 17 cafeterias serving between 50 and 1,600 customers at noontime. Much of the cooking is done on the premises. Virtually all the cafeterias offer a full-service menu, including sandwiches carved to order, Caesar salads mixed to order, specialty salads, yogurt, and four special-of-the-day entrees.

"We have a few thousand dollars in subsidy available to support us, and we went five years without having to touch it," says Doris Melzarek, 3M's manager of foodservices. "Our goal is to not draw upon the subsidy and still operate at a profit, but last year, we opened three new units and we had to dip into that subsidy."

Melzarek estimates 3M's campus dining facilities attract upwards of 60% of employees daily, even though the corporation's headquarters are located within walking distance of a major shopping center with fast-food and white tablecloth restaurants. Even more promising are signs that those using 3M's facilities are spending a bit more on their meals.

In recent months, the average tab at 3M has risen to $2.63 from $2.58, says Melzarek, and the foodservice operation posted sales of $618,000 in June, up $25,000 from May. **–Laurie Freeman**

Health Market Struggles

Sales Dip at Hospitals; up 1% at Nursing Homes

In health care foodservice, companies who contract out their services to hospitals and nursing homes are expected to record real sales growth of 3.6% for this year, and that's a respectable figure for these sluggish times. Unfortunately, that growth rate is not representative of the segment as a whole because contractors accounted for less than a quarter of all health care food sales last year.

The real picture emerges from a look at the operations of internal feeders, the in-house foodservice operations of hospitals and nursing homes. For hospital-run programs, food sales slipped by 2.3% in real dollar terms last year and *RB*'s Restaurant Growth Index projects a further 1.9% slippage this year. Nursing home operations aren't faring a whole lot better, with flat sales for 1991 and a mere 1% increase forecast for this year.

"The increase for contractors could be a result of some of the pressures that institutions are feeling. Sometimes they seek out a contractor just so they don't have to hassle with that whole area of foodservice," says Kathleen Pontius, who heads up the American Society for Hospital Food Service Administrators in Chicago. "But in the nine years I've been with the association, I've never seen the number of contracts change by more than 5%. When hospitals award contracts, they often switch back to an internal operation six months to a year later."

Marge Beasley, director of foodser-

Residents of the Shelby Nursing Center in Shelby Township, Mich., dine in style at the center's on-site facilities.

vice at Bloomington Hospital in Bloomington, Ind., says she has "seen a slight increase in the number of contract companies coming in. Maybe that's because the manager of a former self-operated facility wasn't as good as he or she needed to be. It's a complex job, so it's hard to find a good manager. When they can find a competent individual, hospitals often switch back to self-op, because of the technical nature of the work."

That being the case, many contractors are attempting to increase their sales by offering additional services to existing clients. They're going after contracts that also give them responsibility for housekeeping and maintenance, in addition to foodservice.

A good case in point is the Waltham, Mass.-based Seiler Corp., which recently inked such a deal with St. Barnabas Medical Center in Livingston, N.J. "Hospitals have their hands full with cost containment issues and the financial trends they're struggling with, so they're looking to make their lives as simple as they can when it comes to patient services," says Donald Storer, president of Seiler's dietary division.

Increasing sales isn't the only motive for Storer wanting to strike similar deals with other clients. The company's foodservice contracts are generally short-term, no more than one or two years. Because it was willing to tackle all of the patient services at St. Barnabas, however, the company successfully negotiated a seven-year contract with the hospital.

The room service menu for Bloomington Hospital in Bloomington, Ind.

The Seiler Corp. is the food contractor for St. Barnabas Medical Center in Livingston, N.J.

"Some hospitals want a long-term relationship with a single supplier who can handle all their services. If a company and a hospital are compatible, and can work together in a long-term relationship, the company can do some very interesting, custom-tailored programs," Storer says.

Hospital occupancy is down, as it has been in recent years, so creativity is imperative in health care foodservice—whether it's managed internally or contracted out. More is being done to boost sales in hospital cafeterias, and increased emphasis is being put on making food more appealing to patients. In addition, many hospitals are generating new revenue for their foodservice departments by working with day-care centers and meals-on-wheels programs.

Says Beasley: "We're all trying to do whatever we can to offset the decline in the number of meals we're having to produce for patients."

Beasley has tried to up cafeteria sales by giving the hospital's dining facility more of a restaurant look. There's carpeting on the floors, prints on the walls, and lots of hardwood tones. A large salad bar will be added soon. Plenty of promotions complement the appealing design. Working in a display kitchen, for example, the chef frequently makes omelets to order and gyro sandwiches.

The hospital also offers employees and members of its senior citizen program a 25% discount on meals. All this marketing is necessary because the hospital has lots of competition from many fast-food restaurants in the vicinity. "We have to do whatever we can to enhance and merchandise food. When it comes to hospital foodservice, there's no such thing as a captive audience anymore. All hospitals have lots of competition," Beasley says.

The Bloomington hospital hasn't introduced any brand-name products, but many other health care facilities have. The idea is to offer a broader variety of food so that employees and visitors will be less tempted to go off-site. The Washington, D.C.-based Marriott Corp. has opened such outlets as Dunkin' Donuts, TCBY Yogurt, and Domino's Pizza in the hospitals where it has contracts. The Spartanburg, S.C.-based Canteen Corp. has introduced Pazelli's Pizza; Bigger, Better Biscuits; and Classy Cookies.

Upgrading the food served to patients is another well-established trend. It's becoming more common for hospitals to offer patients gourmet meals and room service. And new moms might receive a special meal with emphasis put on presentation.

The same is true at retirement communities, where residents often play an active role. At Canteen-operated facilities, a resident food counselor regularly offers input on what should be served. And lots of attention is paid to presentation, with meals served on fine china.

"To beat the competition, retirement communities have to market themselves. If they can offer something extra in the way of foodservice, they believe people will be more likely to choose their facilities," says Janice Kice-McEneaney, a Secaucus, N.J.-based sales and marketing representative for Canteen's eastern division.

All these upgrades are being done at a time when hospitals are squeezed financially, so they don't want to pay any additional money for the extras.

–Don Nichols

For more information on USA Rice Council circle number 50 →

Student Feeding More Market-Driven

Declining Enrollments, Federal Cutbacks Force Innovations

The impact of federal cutbacks and declining enrollment in the '80s has been digested by most school systems. The response has been to become more market- and profit-driven, and to spice up menus. The growth of a la carte programs offers students many more choices today.

Real sales growth for 1990-91 in the category was a relatively healthy 1.5%. Much of this growth was in the contract category, at the expense of internal foodservice programs. This is especially true in primary and secondary schools where the internal category had a real increase of only 0.9% while the contract category enjoyed healthy real growth of 4.6%.

This shift is mirrored in the college and university segment, but to a lesser degree, because much of that foodservice is already contracted.

Breakfast is a bright growth area, especially for elementary schools where better nutrition is a mandate. Brand-name foods are a burgeoning trend as colleges and universities try to keep students on campus, but national names are showing up in grade schools, too.

A case in point is Colorado's Cherry Creek School District. During the last school year, the district purchased 35,683 pizzas from nearby Pizza Hut stores. The pizzas were delivered hot to the district's four big high schools (student population: 2,000 to 3,000 per school) and six middle schools (population: 1,500 each)—just in time for the lunch period. The district sold eight slices per pie for a total of 285,464 slices.

"We buy them at a certain price and sell them at a higher price," says Marilou Smith, foodservice director for the school district. She notes happily that school cafeteria employees don't even need to heat them up. "We're not doing this out of the goodness of our hearts. It's a win-win [situation] for Pizza Hut and for foodservice in Cherry Creek," she adds.

The seeds for the change to a more market-driven foodservice system began in the Reagan years when, in 1981, massive federal cutbacks hit the national school lunch program. The number of students participating dropped so dramatically that even today, after a few years of some gains, enrollment is still well below 1981 levels. The program served 27 million students a day in 1981; it serves 24 million a day now. On top of that, many schools dropped out of the program altogether.

College budgets are being doubly hard hit. Not only are public funds shrinking but enrollment—unlike the now-growing rate in grade schools—is spiraling downward.

With money so elusive, schools and colleges had to make foodservice operations retail- and bottom-line driven in order to generate badly needed revenues—not just to sustain feeding operations, but as profit-makers to provide revenue for other neglected, related areas such as equipment and utilities.

PHOTOGRAPH BY CAN AN TAPP, AMERICAN SCHOOL FOOD SERVICE ASSOCIATION

Today's high schoolers enjoy much-varied menu choices.

"Schools have to pay their own way," asserts Sue Greig, recent past president of the American School Food Service Association. Adds Susan Wilkie, foodservice director of San Diego State University: "In the face of declining enrollment, my job is capturing a greater percentage of the market."

That means responding to a more sophisticated student-consumer. School operators are spicing up foods, using more authentic recipes, and getting students' input through polls and taste committees. Declares Greig: "No more mystery meat." At the same time, schools are incorporating health considerations, reducing fat, sodium, and sugar content and adding more fruits and vegetables to menus.

The ultimate winners are the students. These are the children of frequent restaurant goers, used to dining out. They are more sophisticated eaters, even if their favorite foods are pizza and Mexican. "Students are demanding more. They go out to eat more, especially fast-food places," says Greig.

Commodities for grade school meal programs are largely provided by the U.S. Department of Agriculture. But, the new business orientation of foodservice will also mean more opportunity for suppliers.

In the last five years, à la carte programs have been increasing so much in

Ga. Institute of Technology president John Crecine (left) with Chick-fil-A chairman S. Truett Cathy.

secondary schools that about 80% now have them in place. The Los Angeles school district, the nation's second largest, generates $70,000 a day in income from its a la carte business. That includes everything from sweet rolls and Danishes to nachos and sandwiches.

The Los Angeles district has developed a pizza program, using a frozen product from a supplier. Foodservice director Warren Lund says he has talked with Pizza Hut about deliveries but is doubtful about working out a feasible plan. The school district is so large—some 700 square miles—that the logistics of supplying fresh pizzas to schools would be "a monumental effort," he says.

The Palm Beach County, Fla., school system began a brand-name food program (Pizza Hut, Taco Bell, Subway, and TCBY) two years ago. It has added $1 million a year to the a la carte business—all incremental sales. The biggest seller, says foodservice director Joy Miltenberger, is Pizza Hut pizza. A systemwide pizza program is being coordinated by Pizza Hut's district office in Boca Raton. Deliveries by franchisees are made five minutes before meal periods to up to 45 middle and high schools throughout the county.

At Arapahoe High School in Littleton, Colo., the school turned over its entire foodservice operation to Taco Bell, which rents space in the school's kitchen and has agreed to pay for equipment depreciation. "It is totally replacing us. We won't be there anymore," says Bonnie Wheeler, foodservice director for the Littleton public schools system. She says Taco Bell's lunch program—launched in late August—will also include pizza from sister company Pizza Hut. "It's an effort to keep kids on campus," she says.

A big growth area in the grade schools, especially elementary, is breakfast. The number of breakfasts served in the schools increased 8.5% in the 1990-91 school year over the previous year, according to the ASFA. Lunch participation, however, edged up just 0.5% during that time.

"Educators are realizing breakfast has a dramatic affect on achievement," says Kevin Dando, government affairs specialist with the ASFA. "They are finding a happier, quieter school" when students eat breakfast, he adds.

Several states, such as Kansas, California, and Florida, have legislated breakfast programs in schools.

On college campuses, board plans are opening up to include options other than residence hall dining. Students can use debit cards to buy meals at a number of places on campus, including brand-name operations. In fact, fast-food chains are making big inroads on campuses.

PepsiCo restaurants, which have downsized, easily adaptable kiosks and carts to that end, are especially aggressive in opening on college campuses. But other chains, such as Subway, Carl's Jr., and Dunkin' Donuts are active there as well. Domino's Pizza—delivered to residence dorms—is one of the meal options at Georgetown University in Washington, D.C.

On some campuses, popular local eateries operate as well, such as Wolfgang Puck's California Pizzeria at the University of Southern California. Universities also operate their own concepts as supplements to residence dining programs.

Often, brand-name concepts do better than generic operations run by the colleges. At Illinois State University, for example, when self-operated concepts were replaced with brand-name concepts such as McDonald's, Dairy Queen, and Garcia's, a regional Mexican chain, losses were not just eliminated—sizable profits were generated too. "Plus the students are satisfied," says Chris Schwelle, director of the student center.—**Marilyn Alva**

25TH RESTAURANT GROWTH INDEX VENDING

Keeping The Change

Customers Aren't Dropping as Many Coins; Debit Cards are Slotted to Increase Sales

High unemployment and layoffs have had a negative impact on vending foodservice. Vending sales had real growth of only 0.5% in 1990-91, and are projected to be flat for the next five years as well.

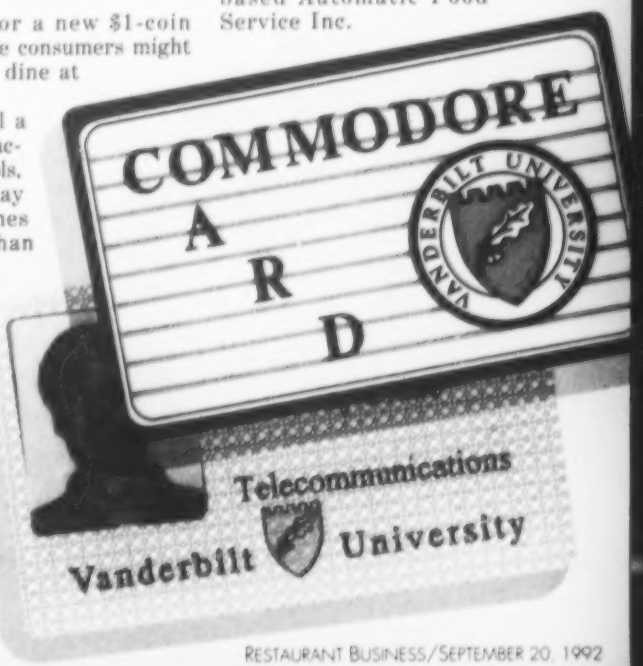
The industry anticipates that new high-tech vending equipment and brand-name food items will provide a boost to sales.

And if plans for a new $1-coin are approved, more consumers might be encouraged to dine at machines.

Vending is still a good strategy in factories, offices, schools, and institutions, say operators. Machines cost much less than operating manual foodservice and occupy much less space. They're good for impulse snacks and quick meals 24 hours a day.

Moreover, unlike other contract foodservice segments, the vending market is not concentrated in a small number of hands. It still has many independent local and regional operators who hold their own against big national companies by giving responsive service.

"When one of my accounts has a problem, I don't have to call the home office to bend a rule," says R. David Clayton, president of Nashville, Tenn.-based Automatic Food Service Inc.



Automatic Food Service Inc. offers debit cards for Vanderbilt University students. Card use helped double vending sales.

and chairman of the National Automatic Merchandising Association, vending's trade group.

Operators await the perfection of a new generation of machines, which will be able to heat french fries and pizzas to order. Even now, Washington, D.C.-based Marriott Management Services is testing hot-air french fry machines that "deliver the product well," says J.E. "Eddie" Hicks, vice president of Marriott's national vending.

Promising, but as yet unperfected, is a machine that stocks frozen sandwiches and entrees and quickly microwaves them to order. It could keep products in usable condition for months and cut waste. "The tricky part is building it affordable enough to be marketable," says Hicks.

The quality quest also leads to vending machines bearing the logos of juice, snack food, and candy brands.

Vending's Holy Grail is a bill now in Congress to replace paper dollars with a new $1 dollar coin. When Canada made the switch a few years ago, sales of vending companies rose 20%, according to Clayton.

Prepaid payment cards are proving more convenient for customers than carrying coins or using a $1 bill acceptor, and better for business, too. Students at Vanderbilt University, an Automatic Food Service client, buy lunch by swiping a magnetic Commodore Card into a vending machine, which debits their prepaid deposit account. After two years of use, the card has more than doubled vending sales, Clayton says.

–James Scarpa

25TH RESTAURANT GROWTH INDEX AIRLINES

Mile-High Sales Barely Rise

But Foodservice Spending is Still Strong On Competitive International Air Routes

How can airplane cabins be so full, yet airline coffers remain so empty? To understand that paradox, look at this year's fare wars and two preceding years of red ink. Half-price tickets have wooed record numbers of passengers. But they've stung carriers already struggling through recessionary drop-offs in business and pleasure travel, and the fierce competition of deregulation.

In that light, it is understandable why inflight foodservice sales in 1991 grew less than 1% in real dollar terms from the previous year.

But, says James O'Neill, CEO of Sky Chefs and president of the Inflight Food Service Association, better days lie at the end of the economic runway. *RB*'s Restaurant Growth Index seems to back up that optimism by projecting a healthy 3% real growth through the end of this year, and a 3.5% com-

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pounded growth through 1997.

But cost-cutting efforts have been apparent in the modified meal—or no meal—that airlines are serving their passengers.

Delta plans to save $1 million by omitting the lettuce leaf liner from salads. TWA now offers peanuts and cocktails instead of meals on many of its routes, reducing flight attendant staffing as well as food costs. America West has grounded fruit baskets for passengers.

Most airlines are cutting meals on off-hour flights, such as 10 a.m. departures, and on short hops. "The notion is changing that whenever a passenger steps on a plane, he has to have a meal," says American Airlines' Peter Bowler.

In addition to changes in airline meal service philosophies are the changes in the dietetic attitudes of passengers, who are asking for more healthful meals aloft. United Airlines' Kurt Lackner reports good response to breakfasts of cereal, fresh fruit, and yogurt in place of the standard airline omelet. "We're also getting more call for vegetarian special meals and TLC's—traveler's light choices—like cold seafood platters and fruit platters," he says.

McDonald's "Friendly Skies Meals" for children were so successful during tests on United flights to and from Orlando that they are now being offered on all of the airline's flights originating at Chicago's O'Hare.

Foodservice spending on competitive international routes is still strong for many carriers, however, despite domestic cuts. American offers first class passengers a special "destination feature" menu. To Germany, it's grilled venison tenderloin with Cognac sauce and spaetzle.

United introduced "connoisseur class" service for international business passengers. It gives them typical first class amenities such as wider seats, fancier menus, and vintage Champagne.

"The European Community is very important to us—over $1 billion of business per year—and very competitive," says Lackner.–**James Scorpa**

PHOTOGRAPH BY JOHN PARISH

American Airlines offerings include, from left: grapes and cheese; steak with fresh veggies; and a vegetable burrito.

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Fighting Trim

Budget Cuts Force Military to Re-evaluate Mess Hall Operations

Military foodservice personnel already are feeling a bit pinched to provide "Mom's home cooking" to the approximately 1.8 million soldiers, sailors, and aviators on active duty, even though the first round of cuts in the Department of Defense budget will have a minimal impact on foodservice operations.

The defense budget in fiscal 1993 drops 7.14% to $252 billion, and like other military operations, foodservice personnel are being pressed to identify ways to reduce costs.

"Cooking meals from scratch and honing culinary skills has always been a point of pride for the military," says Dave Dee, executive director of Research & Development Associates, Houston, and a retired U.S. Army colonel. "But as the budget cuts take effect and troop strength falls, there will be fewer personnel to provide that home-cooked meal."

To cope, the Air Force and Army are testing prepared foods that can be reheated and served without much labor. Most of the Army's training and doctrine installations already contract out their mess facilities, a trend the Army expects will continue, as historically "commercialization has always resulted in savings in the long-run," says Maj. Peter Keating.

The Navy runs 600 general mess halls, of which about 125 are on-shore operations. Dining facilities on naval vessels are all operated by military mess management specialists. "Just for raw foods alone, it costs $300 million to feed the Navy," says Supply Corps Cmdr. Gary McGee.

Onshore, all naval base commanders have been charged with detailing the exact cost of foodservice, and comparing the cost to the Navy's per diem rate for that area. "If the overall cost is higher, then the commanding officer needs to consider how to reduce the cost of running that mess hall," says McGee. "If the commanding officer can justify the higher expense, then it will stay in their budget, but then the money will come out of some other place."

The Navy already has shuttered some dining facilities that were feeding a small number of personnel, and has made arrangements with the privately-run officers clubs to handle dining operations. "It didn't make sense to have both the mess hall and the officers club," says McGee. The Navy expects to continue to consolidate operations.

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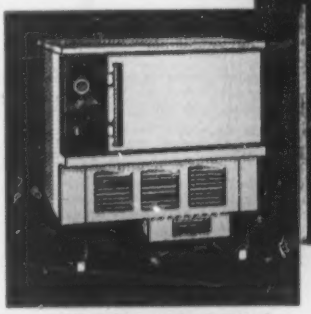

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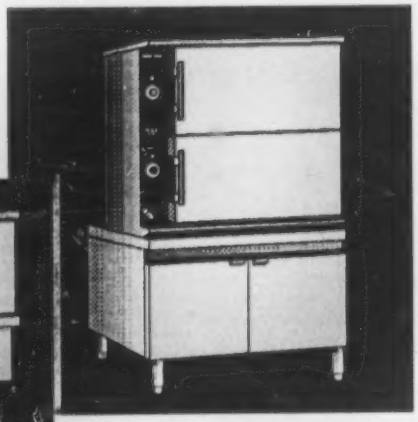

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The U.S. Air Force recently reassigned its foodservice operations to its Morale, Welfare, Recreation, and Service Agency (MWRS) to integrate foodservice with clubs, golf courses, and recreation facilities. "The key here is manpower," says Capt. Randy Sipe. "As the military force shrinks, there are fewer people to cook and fewer people to cook for."

Since 1986, the U.S. Marine Corps has been contracting out foodservice, says Maj. Kenneth Lasnier, head of the Marine Corps Foodservice and Subsistence Program. "Every time we have to take a man away from training to do mess detail it affects our military operations," he says. "But as the money dwindles, the choices of what to cut also get tougher."

Through the various military exchange services, which are not taxpayer supported, fast-food restaurants have sprouted on military bases. About 130 Burger King restaurants are located at Army and Air Force installations worldwide; an additional six Burger King restaurants are company-owned and operated at Naval and Marine installations, and one Burger King franchise is sited in a U.S. Coast Guard facility. Burger King also has two smaller "Expressway" kiosks up and running at Army and Air Force bases, and plans to open three more kiosks in 1993, a Burger King spokeswoman says.

McDonald's went through a major building spurt in the mid-'80s, opening restaurants at Air Force, Navy, and Marine Bases. The company's enthusiasm has cooled, but it continues to be interested in siting new restaurants at Armed Forces installations, says Jane Hulbert, a McDonald's spokesperson.

A top concern is not how the military handles its dining operations during peacetime, but what happens when the troops are mobilized. It's one thing to cook for a couple of thousand soldiers in a sheltered kitchen, but it's an entirely different matter to do the same thing under battle or inclement weather conditions. "We will have a lot of trouble in the future if we don't have staff accustomed to combat conditions or troops to field combat rations," Lasnier says.

PHOTOGRAPH BY BURNT RACE STAR

Marines line up for chow at boot camp in Parris Island, S.C.

The military has installed an electronic management system to speed up acquisitions and to help personnel pick "best-value" products. "We're now able to look at the whole cost of procuring an item," says Keith Ford, head of troop issue contracting for the Defense Personnel Support Center.

The center is working to deliver staples directly to military bases, rather than sending them first to warehouses, which should mean significant savings. "Budget reductions are going to be with us for a long time," adds Ford. "That means we've got to operate smarter and more economically." **-Laurie Freeman**

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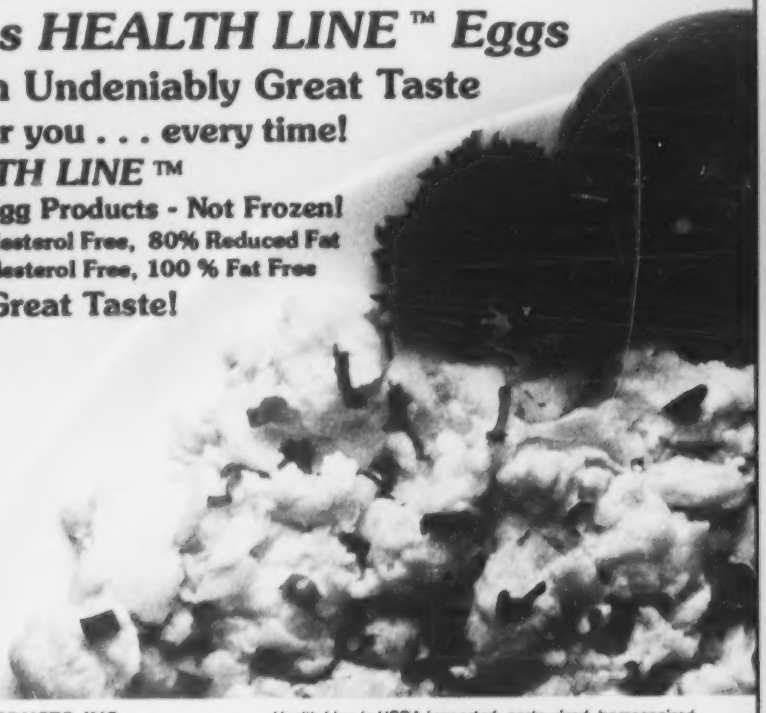

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Glossary Of Terms

POPULATION. Updated from the 1990 U.S. Census of Population and Housing, this is an estimate of the number of people living in an area at the end of the year. It includes people living in colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. Large changes in group-quarters populations are not projected in these forecasts.

Demographic statistics have been estimated by a population component procedure-independent county estimates of births, deaths, and migration. These population components are aggregated—and either added to or subtracted from the appropriate benchmark.

Fertility rates, for example, have been projected at their current rate of change. Similarly, we have assumed that current mortality rates will continue unmodified.

HOUSEHOLD. A household consists of all the people occupying a single housing unit under 1990 Census rules. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters, which includes institutions, college dormitories, and military barracks. Caution: Although a county's population total includes all the people in the area, the household total does not do so because it excludes those living in group quarters.

AVERAGE HOUSEHOLD SIZE. Total population divided by the number of households. Depending upon whether it is above or below the U.S. average, it is used as a rough indicator of the relative importance of family-type units or single-person units in a local area.

However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, or other types of institutional population.

EFFECTIVE BUYING INCOME (EBI). Personal income less personal tax and nontax payments, also known as Disposable Personal Income.

EATING AND DRINKING PLACE SALES. Includes establishments selling prepared foods and drink for consumption on or near the premises or for take-out; lunch counters and refreshment stands selling prepared food and drink for immediate food contractors; and leased eating and/or drinking concessions in theaters, hotels, amusement parks, etc. Restaurants and lunch counters operated by department stores are classified in the General Merchandise Group; those operated by hotels are classified in the Hotel Group.

EATING PLACES. Include retail sales and units of restaurants and lunch rooms, social cafeterias, fast-food sales, contract feeding, and ice cream and frozen custard stands. Exclude drinking place sales and units.

RESTAURANTS. Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waitservice is provided and the establishment has seating for at least 15 patrons. These establishments often serve alcoholic beverages.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods and nonalcoholic beverages are classified as "drinking places."

FAST FOOD. Establishments with limited menus. Included in this group are establishments that prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for carry-out consumption.

MARKET SHARE. Represents the percent of eating places from fast-food units or from restaurants. It is indicative of customer preference of these types of establishments in that area.

RESTAURANT ACTIVITY INDEX (RAI). The percent of U.S. eating place sales divided by the percent of U.S. food store sales, expressed as an index. An index greater than 100 indicates a greater than average propensity to eat out rather than at home.

RESTAURANT GROWTH INDEX (RGI). The RGI is designed to show the relationship between restaurant supply and demand market

as an index. When supply equals demand, the index is 100. The amount by which the RGI exceeds 100 represents the proportion of growth potential. For example, an index of 120 means that the market could support 20% growth. When the market is saturated, the index will drop below 100.

Demand is measured by five factors:

- market's share of U.S. employed women, which is weighted by a factor of two;
- market's share of U.S. households with effective buying income of $25,000 or more;
- market's share of U.S. eating place sales;
- market's share of U.S. hotel and motel receipts; and
- market's share of U.S. population age 14 and under, and 25 to 44.

These factors, except for the first, are given equal weight and added together to create the demand portion of the equation. Supply is measured by the percentage of U.S. total eating places located in the market. The RGI is created by dividing demand by supply, and multiplying the result by 100, so that the final figure will be in index form.

TELEVISION MARKETS. The TV markets are the American Research Bureau's Areas of Dominant Influence (ADIs). ARBITRON studies each county for its measurable viewing patterns. The hours of viewing attributed to each TV station whose signal reaches the county are totaled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name for that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI.

METROPOLITAN STATISTICAL AREAS (MSAs). In RGI, metropolitan markets are identical to Federal government definitions of MSAs or PMSAs (Primary Metropolitan Statistical Areas), except in New England, where NECMSAs (New England County Metropolitan Statistical Areas) are used.

The basic criteria for metropolitan areas are: Each metropolitan statistical area must include a city that, with contiguous and densely settled territory, constitutes a Census Bureau-defined urbanized area with a population of at least 50,000. If a metropolitan statistical area's largest city has a population of less than 50,000, the area must have a total population of at least 100,000.

FOOTNOTE TO SALES FIGURES

Adjustment of Separate Eating & Drinking Place sales figures to be comparable to the approach of current retail trade reports:

After adjustments for differences in what current retail trade reports includes in Eating Place sales—both in what is included in reported sales by segment and the segments themselves—the Eating Place sales figures in Technomic's forecast and analysis section increases from $180.172 billion to $188.693 billion, an increase of $8.521 billion or 4.7%. Components of the adjustment are:

1. Technomic includes only sales of food (meals, snacks, and nonalcoholic beverages) and alcoholic beverages. Adjusting for merchandise like items results in a deduction of $2.245 billion.

2. Technomic does not include contract feeders in Eating Places as current retail trade reports does, but rather shows sales in the segments they

1991 Regional Summary

REGION State	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Market Share Sales ($000)	Fast Food Market Share (%)	Restaurant Market Share Sales ($000)	Restaurant Market Share (%)	RAI	RGI
CONNECTICUT	3,313.9	1.3066	2.67	19,959	2,773,378	2,621,158	4,415	806,180	31	1,478,075	56	105	102
MAINE	1,247.9	0.4920	2.63	13,448	1,003,858	965,633	1,794	347,141	36	556,084	58	88	81
MASSACHUSETTS	6,048.3	2.3847	2.68	17,296	6,773,641	6,310,218	8,418	1,781,534	28	3,750,965	59	130	103
NEW HAMPSHIRE	1,143.6	0.4509	2.70	16,662	1,051,528	1,031,807	1,609	312,659	30	637,449	62	93	95
RHODE ISLAND	1,012.1	0.3990	2.66	14,272	859,268	782,021	1,419	261,020	33	450,513	58	120	81
VERMONT	572.8	0.2259	2.67	13,616	492,741	456,417	903	123,682	27	293,331	64	95	83
NEW ENGLAND	**13,338.6**	**5.2591**	**2.67**	**17,156**	**12,954,414**	**12,167,254**	**18,558**	**3,632,216**	**30**	**7,166,417**	**59**	**114**	**97**
NEW JERSEY	7,813.5	3.0807	2.77	19,860	5,504,942	4,941,624	9,462	1,526,950	31	2,677,108	54	74	127
NEW YORK	18,166.3	7.1626	2.72	16,455	12,517,081	11,688,162	23,139	3,204,111	27	6,465,827	55	90	96
PENNSYLVANIA	11,968.1	4.7188	2.64	14,883	7,300,361	6,651,261	13,751	2,394,926	36	3,461,656	52	78	96
MIDDLE ATLANTIC	**37,947.9**	**14.9621**	**2.70**	**16,660**	**25,322,384**	**23,281,047**	**46,352**	**7,125,987**	**31**	**12,604,591**	**54**	**83**	**103**
ILLINOIS	11,511.8	4.5389	2.73	16,324	8,736,103	8,069,029	13,845	3,199,782	40	3,957,487	49	116	104
INDIANA	5,594.4	2.2057	2.68	13,456	3,899,381	3,640,638	6,847	1,903,806	52	1,399,684	38	111	90
MICHIGAN	9,382.2	3.6992	2.72	14,356	6,614,209	6,038,776	10,691	2,500,186	41	2,983,560	49	111	97
OHIO	10,918.7	4.3050	2.65	13,991	7,910,163	7,294,089	12,915	3,404,791	47	3,235,358	44	103	93
WISCONSIN	4,952.4	1.9526	2.68	13,967	3,770,232	3,244,204	6,269	1,200,255	37	1,818,452	56	107	92
EAST NORTH CENTRAL	**42,359.5**	**16.7014**	**2.69**	**14,607**	**30,930,088**	**28,286,736**	**50,567**	**12,208,820**	**43**	**13,394,541**	**47**	**110**	**96**
IOWA	2,778.1	1.0953	2.60	13,564	1,762,415	1,576,434	3,598	691,631	44	760,194	48	80	82
KANSAS	2,506.5	0.9883	2.62	14,335	1,621,325	1,549,129	3,206	789,937	51	586,027	38	92	86
MINNESOTA	4,457.2	1.7574	2.65	14,324	3,296,937	2,993,781	5,082	1,097,420	37	1,608,763	54	101	106
MISSOURI	5,184.8	2.0442	2.61	13,825	3,586,959	3,396,195	6,341	1,648,826	49	1,351,850	40	103	94
NEBRASKA	1,586.0	0.6253	2.62	14,114	1,078,200	943,540	2,119	424,705	45	446,022	47	94	84
NORTH DAKOTA	634.3	0.2501	2.64	12,628	423,305	350,339	855	172,310	49	169,141	48	88	78
SOUTH DAKOTA	702.5	0.2769	2.68	13,377	444,523	385,241	997	146,866	38	217,648	56	84	77
WEST NORTH CENTRAL	**17,849.4**	**7.0375**	**2.63**	**13,946**	**12,213,664**	**11,194,659**	**22,198**	**4,971,695**	**44**	**5,139,645**	**46**	**95**	**91**
DELAWARE	684.1	0.2697	2.70	15,261	546,870	515,345	848	214,342	42	248,339	48	98	103
DISTRICT OF COLUMBIA	597.4	0.2356	2.44	17,998	864,527	814,773	1,161	198,774	24	443,076	54	283	147
FLORIDA	13,492.9	5.3199	2.52	14,455	11,553,056	10,887,982	16,376	3,934,290	36	5,975,022	55	108	101
GEORGIA	6,708.7	2.6451	2.74	13,227	4,743,524	4,526,756	7,804	2,302,200	51	1,723,037	38	104	99
MARYLAND	4,915.9	1.9382	2.74	16,710	3,515,550	3,296,555	5,405	1,354,135	41	1,506,434	46	98	113
NORTH CAROLINA	6,777.2	2.6720	2.63	12,968	4,584,845	4,495,897	8,010	2,295,800	51	1,724,262	38	101	94
SOUTH CAROLINA	3,565.4	1.4058	2.77	11,952	2,378,824	2,309,800	4,014	1,131,445	49	931,429	40	92	95
VIRGINIA	6,348.1	2.5029	2.70	15,528	4,274,672	4,222,397	7,155	1,837,432	44	1,908,873	45	92	112
WEST VIRGINIA	1,784.3	0.7036	2.60	11,113	841,416	807,528	1,868	496,573	61	249,192	31	69	81
SOUTH ATLANTIC	**44,874.0**	**17.6928**	**2.64**	**14,173**	**33,303,284**	**31,877,033**	**52,641**	**13,764,991**	**43**	**14,709,664**	**46**	**102**	**102**
ALABAMA	4,089.4	1.6124	2.68	12,080	2,198,114	2,133,082	4,003	1,285,304	60	653,660	31	87	97
KENTUCKY	3,704.2	1.4605	2.67	12,037	2,270,832	2,185,009	3,748	1,235,600	57	776,425	36	91	96
MISSISSIPPI	2,591.8	1.0219	2.82	10,250	1,056,031	1,031,909	2,383	620,663	60	311,114	30	70	91
TENNESSEE	4,960.1	1.9557	2.63	12,897	3,030,665	2,967,104	5,420	1,537,201	52	1,178,214	40	102	99
EAST SOUTH CENTRAL	**15,345.5**	**6.0505**	**2.68**	**12,025**	**8,555,642**	**8,317,104**	**15,554**	**4,678,768**	**56**	**2,919,413**	**35**	**90**	**97**
ARKANSAS	2,374.8	0.9363	2.63	11,513	1,124,173	1,102,656	2,583	613,343	56	389,712	35	68	84
LOUISIANA	4,238.4	1.6711	2.82	11,950	2,567,235	2,432,713	3,946	1,156,600	48	936,985	39	69	106
OKLAHOMA	3,157.8	1.2451	2.61	11,734	1,876,097	1,819,946	4,123	897,073	49	643,331	35	83	70
TEXAS	17,434.7	6.8741	2.80	13,769	11,870,240	11,149,849	19,087	5,064,329	45	4,508,469	40	84	99
WEST SOUTH CENTRAL	**27,205.7**	**10.7266**	**2.76**	**13,053**	**17,437,745**	**16,505,164**	**29,739**	**7,731,345**	**47**	**6,478,497**	**39**	**80**	**95**
ARIZONA	3,825.5	1.5083	2.67	12,733	2,787,201	2,583,380	4,282	1,048,103	41	1,268,922	49	85	101
COLORADO	3,367.9	1.3279	2.57	15,225	2,930,401	2,709,641	4,670	962,594	36	1,428,037	53	105	93
IDAHO	1,023.2	0.4034	2.78	12,541	587,925	531,873	1,255	240,667	45	258,422	49	75	82
MONTANA	801.4	0.3160	2.61	12,811	612,675	489,348	1,269	187,782	38	271,974	56	77	67
NEVADA	1,301.4	0.5131	2.58	14,881	1,049,525	908,959	1,337	380,477	42	407,770	45	89	376
NEW MEXICO	1,561.4	0.6156	2.79	11,655	1,062,822	990,595	1,909	449,164	45	450,040	45	99	82
UTAH	1,770.2	0.6979	3.21	11,478	964,586	934,413	1,775	469,081	50	380,054	41	80	103
WYOMING	452.3	0.1783	2.68	13,674	306,728	269,778	679	106,850	40	153,402	57	92	85
MOUNTAIN	**14,103.3**	**5.5605**	**2.71**	**13,270**	**10,301,863**	**9,417,987**	**17,176**	**3,844,718**	**41**	**4,618,621**	**49**	**90**	**114**
ALASKA	570.2	0.2248	2.91	17,842	685,740	585,714	692	207,933	36	255,975	44	99	119
CALIFORNIA	30,975.0	12.2127	2.88	15,843	28,043,773	26,530,002	37,808	10,016,455	38	14,181,843	53	127	104
HAWAII	1,138.1	0.4487	3.10	16,617	2,095,424	1,976,472	1,681	661,794	33	1,042,648	53	186	166
OREGON	2,912.8	1.1484	2.58	13,676	2,721,017	2,492,352	4,100	966,387	39	1,328,004	53	114	82
WASHINGTON	5,009.1	1.9749	2.60	15,528	4,627,120	4,297,282	6,305	1,554,517	36	2,425,089	56	106	97
PACIFIC	**40,805.2**	**16.0095**	**2.83**	**15,699**	**38,173,074**	**35,881,822**	**50,586**	**13,407,086**	**37**	**19,233,559**	**54**	**124**	**103**
UNITED STATES TOTAL	**253,829.1**	**100.0000**	**2.71**	**14,702**	**189,192,158**	**176,928,806**	**303,371**	**71,365,626**	**40**	**86,264,948**	**49**	**100**	**100**

1991 Metro Areas

This section of the Restaurant Growth Index describes the geographic make-up of the Metropolitan Statistical Areas as defined by the U.S. Census

Abilene, TX—Taylor
Akron, OH—Portage, Summit
Albany, GA—Dougherty, Lee
Albany-Schenectady-Troy, NY—Albany, Greene, Montgomery, Rensselaer, Saratoga, Schenectady
Albuquerque, NM—Bernalillo
Alexandria, LA—Rapides
Allentown-Bethlehem, PA -
New Jersey Portion—Warren
Pennsylvania Portion—Carbon, Lehigh, Northampton
Altoona, PA—Blair
Amarillo, TX—Potter, Randall
Anaheim-Santa Ana, CA—Orange
Anchorage, AK—Anchorage
Anderson, IN—Madison
Anderson, SC—Anderson
Ann Arbor, MI—Washtenaw
Anniston, AL—Calhoun
Appleton-Oshkosh-Neenah, WI—Calumet, Outagamie, Winnebago
Asheville, NC—Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA—Clarke, Jackson, Madison, Oconee
Atlanta, GA—Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ—Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA—
Georgia Portion—Columbia, McDuffie, Richmond
South Carolina Portion—Aiken
Aurora-Elgin, IL—Kane, Kendall
Austin, TX—Hays, Travis, Williamson

Bakersfield, CA—Kern
Baltimore, MD—Anne Arundel, Baltimore, Baltimore City, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME—Penobscot
Baton Rouge, LA—Ascension, East Baton Rouge, Livingston, West Baton Rouge
Battle Creek, MI—Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont-Port Arthur, TX—Hardin, Jefferson, Orange
Beaver County, PA—Beaver
Bellingham, WA—Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI—Berrien
Bergen-Passaic, NJ—Bergen, Passaic
Bethlehem, PA (See Allentown-Bethlehem)
Billings, MT—Yellowstone
Biloxi-Gulfport, MS—Hancock, Harrison
Binghamton, NY—Broome, Tioga
Birmingham, AL—Blount, Jefferson, St. Clair, Shelby, Walker
Bismarck, ND—Burleigh, Morton
Bloomington, IN—Monroe
Bloomington-Normal, IL—McLean
Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID—Ada
Boston-Lawrence-Salem-Lowell-Brockton, MA—Essex, Middlesex, Norfolk, Plymouth, Suffolk
Boulder-Longmont, CO—Boulder
Bradenton, FL—Manatee
Brazoria, TX—Brazoria
Bremerton, WA—Kitsap
Bridgeport-Stamford-Norwalk-Danbury, CT—Fairfield
Bridgeton, NJ (See Vineland-Millville-Bridgeton)
Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN—(See Johnson City-Kingsport-Bristol)
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville-Harlingen, TX—Cameron
Bryan-College Station, TX—Brazos
Buffalo, NY—Erie
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA—Buffalo, Niagara Falls, NY
Burlington, NC—Alamance
Burlington, VT—Chittenden, Grande Isle

Canton, OH—Carroll, Stark
Casper, WY—Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA—Linn
Champaign-Urbana-Rantoul, IL—Champaign
Charleston, SC—Berkeley, Charleston, Dorchester
Charleston, WV—Kanawha, Putnam
Charlotte-Gastonia-Rock Hill, NC-SC-
North Carolina Portion—Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan, Union
South Carolina Portion—York
Charlottesville, VA—Albemarle, Charlottesville, Fluvanna, Greene
Chattanooga, TN -
Georgia Portion—Catoosa, Dade, Walker
Tennessee Portion—Hamilton, Marion, Sequatchie
Cheyenne, WY—Laramie
Chicago, IL—Cooke, DuPage, McHenry
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA—Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA—Butte
Cincinnati, OH -
Indiana Portion—Dearborn
Kentucky Portion—Boone, Campbell, Kenton
Ohio Portion-Clermont, Hamilton, Warren
CINCINNATI-HAMILTON CONSOLIDATED AREA-Cincinnati, Hamilton-Middletown, OH
Clarksville-Hopkinsville, TN-KY-
Kentucky Portion—Christian
Tennessee Portion—Montgomery
Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH—Cuyahoga, Geauga Lake, Medina
CLEVELAND-AKRON-LORAIN CONSOLIDATED AREA—Akron, Cleveland, Lorain-Elyria, OH
College Station, TX (See Bryan-College Station)
Colorado Springs, CO—El Paso
Columbia, MO—Boone
Columbia, SC—Lexington, Richland
Columbus, GA -
Alabama Portion—Russell
Georgia Portion—Chattahoochee, Muscogee
Columbus, OH—Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, Union
Corpus Christi, TX—Nueces, San Patricio
Cumberland, MD—
Maryland Portion—Allegany
West Virginia Portion—Mineral

Dallas, TX—Collin, Dallas, Denton, Ellis, Kaufman, Rockwall
DALLAS-FORT WORTH CONSOLIDATED AREA—Dallas, Fort Worth-Arlington,TX
Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Danville, VA—Danville, Pittsylvania
Davenport-Rock Island-Moline, IL-IA-
Illinois Portion—McHenry, Rock Island
Iowa Portion—Scott
Dayton-Springfield, OH—Clarke, Greene, Miami, Montgomery
Daytona Beach, FL—Volusia
Decatur, AL—Morgan
Decatur, IL—Macon
Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)
Denison, TX—(See Sherman-Denison)
Denver, CO—Adams, Arapahoe, Denver, Douglas, Jefferson
DENVER-BOULDER CONSOLIDATED AREA-Boulder-Longmont, Denver, CO
Des Moines, IA—Dallas, Polk, Warren
Detroit, MI—Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne
DETROIT-ANN ARBOR CONSOLIDATED AREA-Ann Arbor, Detroit, MI
Dothan, AL—Dale, Houston
Dubuque, IA—Dubuque
Duluth, MN—
Minnesota Portion—St. Louis
Wisconsin Portion—Douglas
Durham, NC (See Raleigh-Durham)
East Lansing, MI (See Lansing-East Lansing)
Eau Claire, WI—Chippewa, Eau Claire
Edinburg, TX (See McAllen-Edinburg-Mission)
El Paso, TX—El Paso
Elgin, IL (See Aurora-Elgin)
Elkhart-Goshen, IN—Elkhart
Elmira, NY—Chemung
Elyria, OH (See Lorain-Elyria)
Enid, OK—Garfield

1991 Metro Areas

Erie, PA—Erie
Eugene-Springfield, OR—Lane
Evansville, IN -
Indiana Portion—Posey, Vanderburgh, Warrick
Kentucky Portion—Henderson

Fairfield, CA (See Vallejo-Fairfield-Napa)
Fall River, MA (See New Bedford-Fall River-Attleboro)
Fargo-Moorhead, ND-MN -
Minnesota Portion—Clay
North Dakota Portion—Cass
Fayetteville, NC—Cumberland
Fayetteville-Springdale, AR -Washington
Fitchburg, MA (See Worcester-Fitchburg-Leominster)
Flint, MI—Genesee
Florence, AL—Colbert, Lauderdale
Florence, SC—Florence
Fort Collins-Loveland, CO—Larimer
Fort Lauderdale-Hollywood-Pompano Beach, FL—Broward
Fort Myers-Cape Coral, FL—Lee
Fort Pierce, FL—Martin, St. Lucie
Fort Smith, AR-
Arkansas Portion—Crawford, Sebastian
Oklahoma Portion—Sequoyah
Fort Walton Beach, FL—Okaloosa
Fort Wayne, IN—Allen, DeKalb, Whitley
Fort Worth-Arlington, TX—Johnson, Parker, Tarrant
Fresno, CA—Fresno

Gadsden, AL—Etowah
Gainesville, FL—Alachua, Bradford
Galveston-Texas City, TX—Galveston
Gary-Hammond, IN—Lake, Porter
Gastonia, NC (See Charlotte-Gastonia-Rock Hill)
Glen Falls, NY—Warren, Washington
Goshen, IN (See Elkhart-Goshen)
Grand Forks, ND—Grand Forks
Grand Rapids, MI—Kent, Ottawa
Great Falls, MT—Cascade
Greeley, CO—Weld
Green Bay, WI—Brown
Greensboro-Winston-Salem-High Point, NC—Davidson, Davie, Forsyth, Guilford, Randolph, stokes, Yadkin
Greenville-Spartanburg, SC—Greenville, Pickens, Spartanburg
Gulfport, MS (See Biloxi-Gulfport)

Hagerstown, MD—Washington
Hamilton-Middletown, OH—Butler
Hammond, IN (See Gary-Hammond
Harlingen, TX (See Brownsville - Harlingen)
Harrisburg-Lebanon-Carlisle, PA—Cumberland, Dauphin, Lebanon, Perry
Hartford-New Britain-Middletown-Bristol, CT—Hartford, Middlesex, Tolland
Hickory, NC—Alexander, Burke, Catawba
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI—Honolulu
Hopkinsville, TN—(See Clarksville-Hopkinsville)
Houma-Thibodaux, LA—Lafourche, Terrelbonne
Houston, TX—Fort Bend, Harris, Liberty, Montgomery, Waller
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA—Brazoria, Galveston-Texas City, Houston, TX
Huntington-Ashland, WV-KY -
Kentucky Portion-Boyd, Carter, Greenup
Ohio Portion—Lawrence
West Virginia Portion—Cabell, Wayne
Huntsville, AL—Madison

Indianapolis, IN—Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Shelby
Iowa City, IA—Johnson
Jackson, MI—Jackson
Jackson, MS—Hinds, Madison, Rankin
Jackson, TN—Madison
Jacksonville, NC—Onslow
Jamestown-Dunkirk, NY—Chautauqua
Janesville-Beloit, WI—Rock
Jersey City, NJ—Hudson
Johnson City-Kingsport-Bristol, TN-VA -
Tennessee Portion—Carter, Hawkins, Sullivan, Unicol, Washington
Virginia Portion—Bristol, Scott, Washington
Johnstown, PA—Cambria, Somerset
Joliet, IL—Grundy, Will
Joplin, MO—Jasper, Newton

Kalamazoo, MI—Kalamazoo
Kankakee, IL—Kankakee
Kansas City, MO-KS -
Kansas Portion—Johnson, Leavenworth, Miami, Wyandotte
Missouri Portion—Cass, Clay, Jackson, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI—Kenosha
Killeen-Temple, TX—Bell, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN—Anderson, Blount, Grainger, Jefferson, Knox, Sevier, Union
Kokomo, IN—Howard, Tipton

La Crosse, WI—La Crosse
Lafayette, LA—Lafayette, St. Martin
Lafayette-West Lafayette, In—Tippecanoe
Lake Charles, LA—Calcasieu
Lake County, IL—Lake
Lakeland-Winter Have, FL—Polk
Lancaster, PA—Lancaster
Lansing-East Lansing, MI—Clinton, Eaton, Ingham
Laredo, TX—Webb
Las Cruces, NM—Dona Ana
Las Vegas, NV—Clark
Lawrence, KS—Douglas
Lawrence, MA)See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK—Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston-Auburn, ME—Androscoggin
Lexington-Fayette, KY—Bourbon, Clark, Fayette, Jessamine, Scott, Woodford
Lima, OH—Allen, Auglaize
Lincoln, NE—Lancaster
Little Rock-North Little Rock, AR—Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview-Marshall, TX—Gregg, Harrison
Lorain-Elyria, OH—Lorain
Los Angeles-Long Beach, CA—Los Angels
LOS ANGELES-ANAHEIM-RIVERSIDE CONSOLIDATED AREA -Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernardino, CA
Louisville, KY -
Indiana Portion—Clark, Floyd, Harrison
Kentucky Portion—Bullitt, Jefferson, Oldham, Shelby
Loveland, CO (See Fort Collins-Loveland)
Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lubbock, TX—Lubbock
Lynchburg, VA—Amherst, Campbell, Lynchburg

Macon-Warner Robins, GA—Bibb, Houston, Jones, Peach
Madison, WI—Dane
Manchester-Nashua, NH—Hillsborough
Mansfield, OH—Richland
Marietta, OH (See Parkersburg-Marietta)
Marshall, TX (See Longview-Marshall
McAllen-Edinburg-Mission—Hidalgo
Medford, OR—Jackson
Melbourne-Titusville-Palm Bay, FL—Brevard
Memphis, TN -
Arkansas Portion—Crittenden
Mississippi Portion—DeSota
Tennessee Portion—Shelby, Tipton
Merced, CA—Merced
Meriden, CT (See New Haven-Waterbury-Meriden
Miami-Hialeah, FL—Dade
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA - Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL
Middlesex-Somerset-Hunterdon, NJ—Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford-New Britain-Middletown-Bristol)
Middletown, OH (See Hamilton-Middletown)
Midland, MI (See Saginaw-Bay City-Midland)
Midland, TX—Midland
Millville, NJ (See Vineland-Millville-Bridgeton)
Milwaukee, WI—Milwaukee, Ozaukee, Washington, Waukesha
MILWAUKEE-RACINE CONSOLIDATED AREA - Milwaukee, Racine, WI
Minneapolis-St. Paul, MN—
Minnesota Portion—Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright
Wisconsin Portion—St.Croix

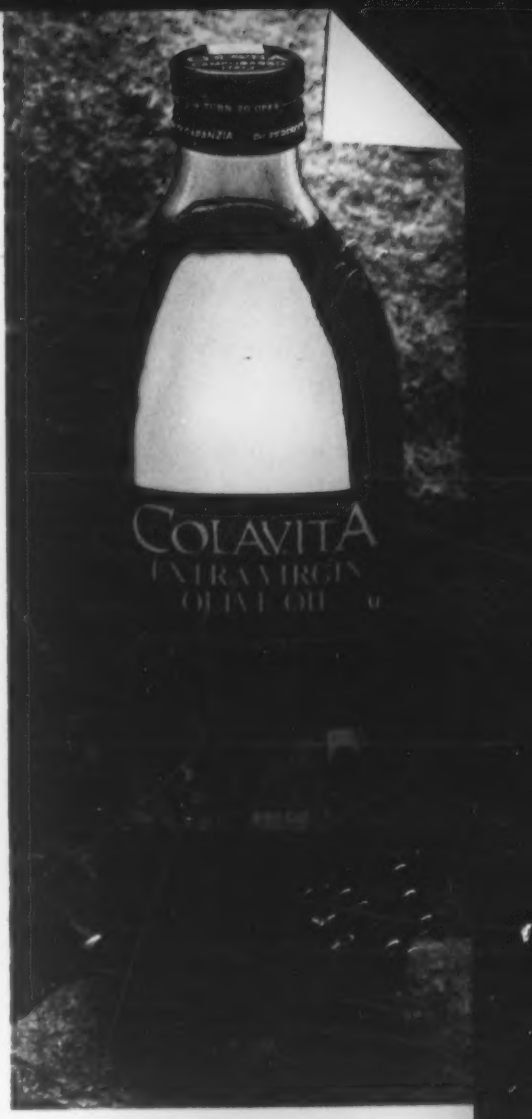
Mishawaka, IN (See South Bend-Mishawaka)
Mission, TX—(See McAllen-Edinburg-Mission)
Mobile, AL—Baldwin, Mobile
Modesto, CA—Stanislaus
Moline, IL (See Davenport-Rock Island-Moline)
Monmouth-Ocean, NJ—Monmouth,Ocean
Monroe, LA—Ouachita
Monterey, CA (See Salinas-Seaside-Monterey)
Montgomery, AL—Autauga, Elmore, Montgomery
Moorehead, MN (See Fargo-Moorehead)
Muncie, IN—Delaware
Muskegon, MI—Muskegon

Napa, Ca (See Vallejo-Fairfield-Napa)
Naples, FL—Collier
Nashua, NH (See Manchester-Nashua)
Nashville, TN—Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau-Suffolk, NY—Nassau, Suffolk
Neenah, WI (See Appleton-Oshkosh-Neenah)
New Bedford-Fall River-Attleboro, MA—Bristol
New Britain, CT (See Hartford-New Britain-Middletown, Bristol)
New Haven-Waterbury-Meriden, CT—New Haven
New London-Norwich, CT—New London
New Orleans, LA—Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
New York, NY—Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, Westchester
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA - Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ;Orange County, NY
Newark, NJ—Essex, Morris, Sussex, Union
Newport News, VA (See Norfolk-Virginia Beach-Newport News)
Niagara Falls, NY—Niagara
Norfolk-Virginia Beach-Newport News, VA—Chesapeake, Gloucester, Hampton, James City, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, Williamsburg, York
Normal, IL (See Bloomington-Normal)
North Little Rock, AR (See Little Rock-North Little Rock)
Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Norwich, CT (See New London-Norwich)

Oakland, CA—Alameda, Contra Costa
Ocala, FL—Marion
Odessa, TX—Ector
Ogden, UT (See Salt Lake City-Ogden)
Oklahoma City, OK—Canadian, Cleveland, Logan, McClain, Oklahoma, Pottawattomie
Olympia, WA—Thurston
Omaha, NE -
Iowa Portion—Pottawatamie
Nebraska Portion—Douglas, Sarpy, Washington
Orange County, NY—Orange
Orem, UT (See Provo-Orem)
Orlando, FL—Orange, Osceola, Seminole
Oshkosh, WI (See Appleton-Oshkosh-Neenah)
Owensboro, KY—Daviess
Oxnard-Ventura, CA—Ventura

Palm Bay, FL (See Melbourne-Titusville-Palm Bay)
Panama City, FL—Bay
Parkersburg-Marietta, WV-OH
OH Portion—Washington
West Virginia Portion—Wood
Pascagoula, MS—Jackson
Pasco, WA (See Richland-Kennewick-Pasco)
Passaic, NJ—(See Bergen-Passaic)
Pawtucket, RI (See Providence-Pawtucket-Woonsocket)
Pensacola, FL—Escambia, Santa Rosa
Peoria, IL—Peoria, Tazewell, Woodford
Petersburg, VA (See Richmond-Petersburg)
Philadelphia, PA—
New Jersey Portion—Burlington, Camden, Gloucester
Pennsylvania Portion—Bucks, Chester, Delaware, Montgomery, Philadelphia
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA - Philadelphia, PA; Trenton, Vineland-Millville-Bridgeton, NJ; Wilmington, DE
Phoenix, AZ—Maricopa
Pine Bluff, AR—Jefferson
Pittsburgh, PA—Allegheny, Fayette, Washington, Westmoreland
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA - Beaver County, Pittsburgh, PA
Pittsfield, MA—Berkshire
Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Port Arthur, TX (See Beaumont-Port Arthur)
Portland, ME—Cumberland
Portland, OR—Clackamas, Multnomah, Washington, Yamhill
PORTLAND-VANCOUVER CONSOLIDATED AREA - Portland, OR; Vancouver, WA
Portsmouth-Dover-Rochester, NH—Rockingham, Strafford
Poughkeepsie, NY—Dutchess
Providence-Pawtucket-Woonsocket, RI—Bristol, Kent, Providence, Washington
Provo-Orem, UT—Utah
Pueblo, CO—Pueblo

Racine, WI—Racine
Raleigh-Durham, NC—Durham, Franklin, Orange, Wake
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD—Pennington
Reading, PA—Berks
Redding, CA—Shasta
Reno, NC—Wahoe
Richland-Kennewick-Pasco, WA—Benton, Franklin
Richmond-Petersburg, VA—Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Pawhattan, Prince



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This glorious oil is made, as it has been for 2,000 years, from the first cold-pressing of olives grown and hand picked in the Italian heartland. And it's naturally cholesterol-free, with nothing added and nothing taken away. Choose 100% Italian Colavita Extra Virgin Olive Oil. For value you can taste.

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*Taste-Per-Tablespoon.

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For information circle number 106

1991 Metro Areas

George, Richmond City
Riverside-San Bernardino, CA—Riverside, San Bernardino
Roanoke, VA—Botetourt, Roanoke, Roanoke City, Salem City
Rochester, MN—Olmsted
Rochester, NY—Livingston, Monroe, Ontario, Orleans, Wayne
Rockford, IL—Boone, Winnebago
Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)

Sacramento, CA—El Dorado, Placer, Sacramento, Yolo
Saginaw-Bay City-Midland, MI—Bay, Midland, Saginaw
St. Cloud, MN—Benton, Sherburne, Stearns
St. Joseph, MO—Buchanan
St. Louis, MO-IL -
Illinois Portion—Clinton, Jersey, Madison, Monroe, St. Clair
Missouri Portion—Franklin, Jefferson, St. Charles, St. Louis, St Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg-Clearwater)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR—Marion, Polk
Salinas-Seaside-Monterey, CA—Monterey
Salt Lake City-Ogden, UT—David, Salt Lake, Weber
San Angelo, TX—Tom Green
San Antonio, TX—Bexar, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA—San Diego
San Francisco, CA—Marin, San Francisco, San Mateo
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA -Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA
San Jose, CA—Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara-Santa Maria-Lompoc, CA—Santa Barbara
Santa Cruz, CA—Santa Cruz
Santa Fe, NM—Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa-Petaluma, CA—Sonoma
Sarasota, FL—Sarasota
Savannah, GA—Chatham, Ellingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton-Wilkes-Barre, PA—Columbia, Lackawanna, Luzerne, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA—King, Snohomish
SEATTLE-TACOMA CONSOLIDATED – Seattle, Tacoma, WA
Sharon, PA—Mercer
Sheboygan, WI—Sheboygan
Sherman-Denison, TX—Grayson
Shreveport, LA—Bossier, Caddo
Sioux City, IA -
Iowa Portion—Woodbury
Nebraska Portion—Dakota
Sioux Falls, SD-Minnehaha
South Bend-Mishawaka, IN—St. Joseph
Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA—Spokane
Springdale, AR (See Fayetteville-Springdale)
Springfield, IL—Menard, Sangamon
Springfield, MA—Hampden, Hampshire
Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-

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For information circle number 115

Norwalk-Danbury)
State College, PA—Centre
Steubenville-Weirton, OH-WV -
Ohio Portion—Jefferson
West Virginia Portion-Brooke, Hancock
Stockton, CA—San Joaquin
Syracuse, NY—Madison, Onondaga, Oswego

Tacoma, WA—Pierce
Tallahassee, FL—Gadsden, Leon
Tampa-St. Petersburg-Clearwater, FL—Hernando, Hillsborough, Pasco, Pinellas
Temple, TX (See Killeen-Temple)
Terre Haute, IN—Clay, Vigo
Texarkana, TX-AR -
Arkansas Portion—Miller
Texas Portion—Bowie
Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH—Fulton, Lucas, Wood
Topeka, KS—Shawnee
Trenton, NJ—Mercer
Troy, NY—**(See Albany-Schenectady-Troy)**
Tucson, AZ—Pima
Tulsa, OK—Creek, Osage, Rogers, Tulsa, Wagoner
Tuscaloosa, AL—Tuscaloosa
Tyler, TX—Smith

Urbana, IL (See Champaign-Urbana-Rantoul)
Utica-Rome, NY—Herkimer, Oneida
Vallejo-Fairfield-Napa, CA—Napa, Solano
Vancouver, WA—Clark
Ventura, CA (See Oxnard-Ventura)
Victoria, TX—Victoria
Vineland-Millville-Bridgeton, NJ—Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia-Tulare-Porterville, CA—Tulare

Waco, TX—McLennan
Warren, OH (See Youngstown-Warren)
Washington, DC – District of Columbia
Portion—District of Columbia
Maryland Portion—Calvert, Charles, Frederick, Montgomery, Prince George's
Virginia Portion—Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudoun, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo-Cedar Falls, IA—Black Hawk, Bremer
Wausau, WI—Marathon
Weirton, OH (See Steubenville-Weirton)
West Palm Beach-Boca Raton-Delray Beach, FL—Palm Beach
Wheeling, WV -
Ohio Portion—Belmont
West Virginia Portion—Marshall
Wichita, KS—Butler, Sedgwick
Wichita Falls, TX—Wichita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA—Lycoming
Wilmington, DE -
Delaware Portion—New Castle
Maryland Portion—Cecil
New Jersey Portion—Salem
Wilmington, NC—New Hanover
Winston-Salem, NC
(See Greensboro-Winston-Salem-High Point)
Winter haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester-Fitchburg-Leominster, MA—Worcester
Yakima, WA—Yakima
York, PA—Adams, York
Youngstown-Warren, OH—Mahoning, Trumbull
Yuba City, CA—Sutter, Yuba
Yuma, AZ—Yuma

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For information circle number 11

1991 Metro Report

This section of the Restaurant Growth Index provides sales, unit counts, market share, and RAI and RGI indices for 320 metropolitan statistical areas.

	12/31/91			1991									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
ALABAMA													
Anniston	116.7	0.0460	2.71	11,346	74,139	71,412	107	43,353	61	21,459	30	176	105
Birmingham	917.1	0.3617	2.63	13,822	593,074	578,918	967	316,279	55	193,720	33	104	103
Decatur	102.8	0.0406	2.64	13,507	58,360	56,436	119	39,472	70	13,755	24	98	87
Dothan	133.0	0.0525	2.70	12,257	96,203	93,102	157	56,522	61	27,976	30	102	90
Florence	131.3	0.0517	2.57	11,891	75,638	73,585	147	44,674	61	22,110	30	79	84
Gadsden	99.8	0.0394	2.58	10,928	51,650	50,390	108	30,591	61	15,141	30	84	79
Huntsville	248.2	0.0978	2.61	16,051	185,320	177,481	300	107,749	61	53,333	30	111	114
Mobile	483.7	0.1907	2.74	11,892	302,656	286,144	506	153,003	53	106,736	37	93	95
Montgomery	298.9	0.1179	2.78	13,024	206,214	200,450	314	121,693	61	60,232	30	123	102
Tuscaloosa	153.4	0.0605	2.72	12,166	90,036	86,953	164	52,791	61	26,129	30	102	94
Non-Metro Portion of State	1,357.1	0.5350	2.70	10,121	445,320	439,298	1,070	307,920	70	107,213	24	55	94
State Total	**4,089.4**	**1.6124**	**2.66**	**12,090**	**2,196,114**	**2,133,082**	**4,003**	**1,285,304**	**60**	**653,660**	**31**	**87**	**97**
ALASKA													
Anchorage	232.4	0.0916	2.74	19,885	419,996	383,503	333	124,326	32	155,057	40	155	121
Non-Metro Portion of State	337.8	0.1332	3.04	16,436	265,744	202,211	359	83,607	41	100,918	50	58	118
State Total	**570.2**	**0.2248**	**2.91**	**17,842**	**685,740**	**585,714**	**692**	**207,933**	**36**	**255,975**	**44**	**99**	**119**
ARIZONA													
Phoenix	2,224.8	0.8772	2.62	14,055	1,862,810	1,733,726	2,483	697,311	40	833,294	48	90	116
Tucson	690.5	0.2722	2.54	12,286	471,972	434,202	802	186,421	43	209,155	48	89	88
Yuma	112.1	0.0442	3.04	10,003	58,046	52,995	114	20,967	40	28,886	55	72	76
Non-Metro Portion of State	798.1	0.3147	2.92	9,819	394,373	362,457	883	143,404	40	197,587	55	65	76
State Total	**3,825.5**	**1.5083**	**2.67**	**12,733**	**2,787,201**	**2,583,380**	**4,282**	**1,048,103**	**41**	**1,268,922**	**49**	**85**	**101**
ARKANSAS													
Fayetteville - Springdale	116.6	0.0460	2.61	12,287	66,126	64,345	148	34,963	54	22,389	35	68	82
Fort Smith	180.1	0.0709	2.63	11,645	126,490	124,921	243	66,938	54	42,878	34	85	75
Little Rock - North Little Rock	521.2	0.2056	2.62	13,845	351,051	343,966	629	174,350	51	127,805	37	97	99
Pine Bluff	85.9	0.0339	2.85	10,539	42,169	40,653	88	22,088	54	14,144	35	77	90
Texarkana	120.8	0.0477	2.67	11,972	69,123	68,620	132	31,794	46	27,182	40	95	77
Non-Metro Portion of State	1,416.6	0.5584	2.62	10,640	505,986	497,126	1,411	289,577	58	168,069	34	54	79
State Total	**2,374.8**	**0.9363**	**2.63**	**11,813**	**1,124,173**	**1,102,656**	**2,583**	**613,343**	**56**	**388,712**	**35**	**68**	**84**
CALIFORNIA													
Anaheim - Santa Ana	2,510.6	0.9899	2.95	18,812	2,743,687	2,596,666	3,393	984,578	38	1,369,936	53	154	110
Bakersfield	581.5	0.2293	3.01	12,180	382,008	358,350	582	185,143	52	157,837	44	108	95
Chico	190.1	0.0749	2.54	12,063	125,090	114,924	224	43,716	38	61,226	53	95	69
Fresno	709.4	0.2797	3.04	11,730	508,919	478,217	742	226,534	47	221,563	46	120	89
Los Angeles - Long Beach	9,087.0	3.5828	2.98	15,503	8,524,056	8,110,289	10,593	2,923,305	36	4,337,682	53	133	110
Merced	186.7	0.0736	3.25	10,605	80,422	76,107	153	28,950	38	40,546	53	67	96
Modesto	394.6	0.1556	2.97	12,662	253,344	242,168	377	92,120	38	129,016	53	87	94
Oakland	2,149.1	0.8474	2.69	18,307	1,931,184	1,838,152	2,714	714,497	39	959,376	52	118	103
Oxnard - Ventura	688.3	0.2714	3.10	17,133	537,365	517,943	748	218,132	42	267,244	52	114	111
Redding	156.4	0.0617	2.62	12,302	109,224	100,370	206	38,179	38	53,472	53	75	74
Riverside - San Bernardino	2,823.7	1.1134	3.00	13,647	1,864,473	1,786,874	2,499	856,202	48	832,396	47	104	110

1991 Metro Report

STATE Metro Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Market Share Sales ($000)	Fast Food Market Share Share (%)	Restaurant Market Share Sales ($000)	Restaurant Market Share Share (%)	RAI	RGI
Sacramento	1,569.8	0.6189	2.67	15,419	1,372,471	1,287,411	1,999	556,000	43	646,916	50	115	96
Salinas - Seaside - Monterey	367.4	0.1448	3.17	14,304	337,408	316,220	493	104,867	33	205,414	65	156	102
San Diego	2,604.4	1.0268	2.83	15,681	2,335,486	2,206,415	3,058	853,084	39	1,182,102	54	132	112
San Francisco	1,631.2	0.6432	2.51	20,843	2,630,665	2,448,101	3,324	620,664	25	1,509,990	62	180	98
San Jose	1,532.8	0.6043	2.91	19,456	1,531,440	1,459,583	1,999	557,397	38	763,048	52	147	122
Santa Barbara - Santa Maria - Lompoc	378.8	0.1494	2.86	16,558	406,871	389,086	549	127,900	33	243,318	63	123	88
Santa Cruz	234.5	0.0925	2.77	16,920	234,696	210,646	389	80,128	38	112,223	53	106	73
Santa Rosa - Petaluma	407.7	0.1607	2.61	16,813	350,596	326,123	509	116,371	36	176,280	54	93	94
Stockton	501.7	0.1978	3.07	12,546	348,190	332,314	522	160,022	48	158,538	48	103	88
Vallejo - Fairfield - Napa	479.5	0.1891	2.93	14,906	338,899	316,567	487	146,155	46	162,723	51	110	108
Visalia - Tulare - Portervile	328.1	0.1293	3.21	10,669	134,623	127,702	318	48,577	38	68,033	53	57	83
Yuba City	129.1	0.0510	2.86	11,404	58,991	54,750	123	20,828	38	29,166	53	59	84
Non-Metro Portion of State	1,332.6	0.5252	2.80	12,566	903,665	833,024	1,847	313,106	38	493,798	59	90	71
State Total	**30,975.0**	**12.2127**	**2.88**	**15,843**	**28,043,773**	**26,530,002**	**37,808**	**10,016,455**	**38**	**14,181,843**	**53**	**127**	**104**
COLORADO													
Boulder - Longmont	280.0	0.0966	2.54	17,673	222,162	209,933	361	75,370	36	110,528	53	99	88
Colorado Springs	414.9	0.1635	2.69	13,825	298,173	273,122	501	119,660	44	125,451	46	113	93
Denver	1,652.8	0.6516	2.50	16,993	1,505,129	1,387,938	2,110	476,189	34	724,220	52	103	108
Fort Collins - Loveland	196.4	0.0774	2.64	14,006	155,311	144,318	238	51,813	36	75,980	53	99	91
Greeley	133.6	0.0527	2.78	12,019	71,034	64,109	131	23,017	36	33,751	53	74	93
Pueblo	124.1	0.0489	2.61	10,749	89,381	79,393	156	28,503	36	41,798	53	81	75
Non-Metro Portion of State	616.1	0.2432	2.61	12,496	589,211	560,828	1,173	188,042	34	316,309	57	123	70
State Total	**3,367.9**	**1.3279**	**2.57**	**15,225**	**2,930,401**	**2,709,641**	**4,670**	**962,594**	**36**	**1,428,037**	**53**	**105**	**93**
CONNECTICUT													
Bridgeport - Stamford - Norwalk - Danbury	825.3	0.3254	2.72	25,198	717,011	683,539	1,154	181,916	27	399,512	58	95	100
Hartford - New Britain - Middletown - Bristol	1,136.9	0.4481	2.65	19,020	974,614	924,410	1,523	287,977	31	505,317	55	122	110
New Haven - Waterbury - Meriden	812.0	0.3202	2.64	17,774	707,212	662,544	1,036	214,767	32	376,428	57	103	99
New London - Norwich	257.6	0.1016	2.73	16,818	210,759	196,264	348	67,655	34	109,578	56	113	97
Non-Metro Portion of State	282.1	0.1113	2.67	17,574	163,782	154,401	354	53,865	35	87,240	57	79	88
State Total	**3,313.9**	**1.3066**	**2.67**	**19,959**	**2,773,378**	**2,621,158**	**4,415**	**806,180**	**31**	**1,478,075**	**56**	**105**	**102**
DELAWARE													
Wilmington	592.2	0.2334	2.72	16,312	393,815	364,741	616	149,739	41	178,947	49	86	124
Non-Metro Portion of State	231.7	0.0913	2.72	12,382	215,811	206,901	352	86,846	42	100,301	48	121	73
State Total	**694.1**	**0.2697**	**2.70**	**15,261**	**546,870**	**515,345**	**848**	**214,342**	**42**	**248,339**	**48**	**98**	**103**
DISTRICT OF COLUMBIA													
Washington	4,055.2	1.5992	2.70	20,420	3,615,325	3,519,620	4,946	1,205,821	34	1,788,661	51	123	137
State Total	**597.4**	**0.2356**	**2.44**	**17,998**	**864,527**	**814,773**	**1,161**	**198,774**	**24**	**443,076**	**54**	**283**	**147**
FLORIDA													
Bradenton	220.5	0.0870	2.32	14,243	190,590	181,447	222	66,476	37	98,805	54	102	87
Daytona Beach	389.2	0.1534	2.42	13,086	341,362	313,012	502	127,668	41	160,864	51	99	86
Fort Lauderdale - Hollywood - Pompano Beach	1,298.2	0.5118	2.37	16,953	1,339,372	1,231,924	1,842	372,514	30	765,779	62	112	93

1991 Metro Report

STATE Metro Name	Population (Thous.) 12/31/91	% of U.S. 12/31/91	Average House-hold Size 12/31/91	Per Capita EBI 1991	Eating & Drinking Place Sales ($000) 1991	Eating Place Sales ($000) 1991	Eating Place Units 1991	Fast Food Market Sales ($000) 1991	Fast Food Market Share (%) 1991	Restaurant Market Sales ($000) 1991	Restaurant Market Share (%) 1991	RAI 1991	RGI 1991
Fort Myers - Cape Coral	357.0	0.1408	2.39	15,598	329,727	317,286	466	89,798	28	203,727	64	108	88
Fort Pierce	267.3	0.1054	2.48	15,857	185,405	178,732	305	65,482	37	97,323	54	87	77
Fort Walton Beach	149.8	0.0591	2.70	13,077	148,129	140,680	235	51,538	37	76,605	54	143	82
Gainesville	208.9	0.0824	2.59	12,107	168,526	162,093	269	59,386	37	88,263	54	96	98
Jacksonville	943.5	0.3720	2.64	13,993	840,795	796,520	1,164	399,498	50	334,451	42	119	105
Lakeland - Winter Haven	418.4	0.1649	2.60	12,178	239,334	229,935	406	111,914	49	101,434	44	77	100
Melbourne - Titusville - Palm Bay	419.8	0.1655	2.46	15,104	316,578	294,490	497	112,179	38	146,308	50	105	89
Miami - Hialeah	1,988.4	0.7840	2.80	13,149	1,661,530	1,561,813	2,367	504,299	32	832,079	53	120	106
Naples	164.1	0.0647	2.48	20,670	167,777	163,166	235	59,780	37	88,849	54	99	112
Ocala	206.4	0.0814	2.48	11,607	144,218	138,895	202	50,887	37	75,632	54	93	77
Orlando	1,139.5	0.4492	2.67	14,724	1,281,802	1,231,637	1,433	414,281	34	712,911	58	141	160
Panama City	131.8	0.0520	2.59	12,259	171,860	155,292	215	56,893	37	84,560	54	125	72
Pensacola	353.8	0.1394	2.68	12,411	253,553	233,513	385	126,836	54	92,791	40	102	98
Sarasota	287.8	0.1135	2.21	17,580	280,920	271,165	441	66,283	24	184,304	68	112	74
Tallahassee	241.8	0.0953	2.65	13,106	196,719	185,492	272	67,956	37	101,006	54	109	119
Tampa - St. Petersburg - Clearwater	2,142.5	0.8447	2.38	14,195	1,677,413	1,581,354	2,535	594,612	38	830,757	53	99	96
West Palm Beach - Boca Raton - Delray Beach	926.8	0.3655	2.36	19,017	897,176	847,409	1,167	236,299	28	555,707	66	120	102
Non-Metro Portion of State	1,237.4	0.4879	2.53	12,020	720,270	670,127	1,216	299,711	45	342,867	51	71	82
State Total	**13,492.9**	**5.3199**	**2.52**	**14,455**	**11,563,056**	**10,887,982**	**16,376**	**3,934,290**	**36**	**5,975,022**	**55**	**108**	**101**
GEORGIA													
Albany	111.7	0.0441	2.86	10,389	71,090	69,020	130	34,892	51	26,194	38	81	96
Athens	159.8	0.0629	2.71	11,402	108,668	105,249	182	53,228	51	39,954	38	120	85
Atlanta	3,003.8	1.1841	2.68	16,173	2,754,778	2,615,941	4,036	1,206,900	46	1,069,675	41	135	106
Augusta	404.1	0.1593	2.78	12,091	286,600	277,784	428	144,765	52	95,436	34	100	104
Columbus	246.7	0.0972	2.81	11,164	170,745	162,713	281	82,166	50	61,831	38	106	77
Macon - Warner Robins	286.8	0.1131	2.72	12,584	213,004	203,919	335	103,097	51	77,398	38	114	97
Savannah	247.5	0.0975	2.70	12,374	197,581	190,716	303	96,426	51	72,391	38	107	92
Non-Metro Portion of State	2,303.5	0.9084	2.79	10,251	997,185	956,371	2,182	603,877	63	304,041	32	64	91
State Total	**6,706.7**	**2.6451**	**2.74**	**13,227**	**4,743,524**	**4,526,756**	**7,804**	**2,302,200**	**51**	**1,723,037**	**38**	**104**	**99**
HAWAII													
Honolulu	852.1	0.3360	3.14	17,171	1,611,005	1,507,618	1,209	538,941	36	723,748	48	215	156
Non-Metro Portion of State	286.0	0.1127	2.99	14,968	484,419	468,854	472	122,853	26	318,900	68	129	193
State Total	**1,138.1**	**0.4487**	**3.10**	**16,617**	**2,095,424**	**1,976,472**	**1,681**	**661,794**	**33**	**1,042,648**	**53**	**196**	**166**
IDAHO													
Boise	210.9	0.0832	2.66	15,140	172,069	159,729	287	71,081	45	76,948	48	87	96
Non-Metro Portion of State	812.3	0.3202	2.82	11,866	415,856	372,144	968	169,586	46	181,474	49	71	77
State Total	**1,023.2**	**0.4034**	**2.78**	**12,541**	**587,925**	**531,873**	**1,255**	**240,667**	**45**	**258,422**	**49**	**75**	**82**
ILLINOIS													
Aurora - Elgin	371.4	0.1464	2.97	17,119	245,734	226,410	440	92,528	41	108,525	48	109	100
Bloomington - Normal	131.7	0.0519	2.76	15,922	120,035	114,400	188	46,753	41	54,835	48	143	93
Champaign - Urbana - Rantoul	173.6	0.0685	2.70	14,301	169,541	152,727	228	62,415	41	73,204	48	170	100
Chicago	6,109.5	2.4088	2.74	17,464	5,278,839	4,935,123	7,422	1,765,842	36	2,571,448	52	129	117
Davenport - Rock Island - Moline	346.5	0.1366	2.57	14,094	291,969	256,923	443	117,003	46	116,280	45	102	89
Decatur	115.4	0.0455	2.56	14,554	99,845	89,080	141	36,405	41	42,698	48	125	100
Joliet	398.4	0.1570	3.03	16,199	202,482	185,039	376	75,620	41	88,692	48	107	109

STATE Metro Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Kankakee	95.2	0.0380	2.79	13,096	51,610	47,746	106	19,510	41	22,885	48	85	89
Lake County	557.1	0.2118	2.97	23,367	444,575	412,243	657	153,107	37	213,978	52	123	108
Peoria	338.3	0.1333	2.62	14,753	234,023	215,901	424	100,964	47	88,349	41	99	98
Rockford	285.6	0.1127	2.63	15,549	220,669	201,023	363	82,151	41	96,356	48	108	95
Springfield	191.4	0.0755	2.48	16,316	134,863	124,431	274	50,858	41	59,647	48	105	90
Non-Metro Portion of State	1,975.6	0.7790	2.62	12,645	1,014,111	967,459	2,315	492,004	54	357,682	39	82	72
State Total	**11,511.8**	**4.5389**	**2.73**	**16,324**	**8,736,103**	**8,069,029**	**13,845**	**3,199,782**	**40**	**3,957,487**	**49**	**116**	**104**
INDIANA													
Anderson	130.6	0.0515	2.63	12,341	84,413	75,401	143	39,195	52	29,494	39	93	88
Bloomington	110.7	0.0436	2.76	12,015	96,436	88,802	156	46,161	52	34,735	39	132	74
Elkhart - Goshen	159.4	0.0628	2.76	14,005	107,800	102,467	210	53,264	52	40,082	39	100	87
Evansville	280.2	0.1105	2.56	13,606	224,795	212,332	382	110,435	52	83,006	39	114	85
Fort Wayne	369.8	0.1458	2.67	14,434	297,149	271,645	475	116,521	43	141,817	52	121	100
Gary - Hammond	603.0	0.2378	2.80	13,049	373,820	354,537	706	175,501	50	149,917	42	98	91
Indianapolis	1,272.8	0.5017	2.60	15,650	1,164,472	1,102,949	1,651	584,842	53	382,709	35	146	107
Kokomo	96.1	0.0380	2.58	14,002	79,140	73,481	144	38,198	52	28,742	39	118	77
Lafayette - West Lafayette	132.3	0.0521	2.86	13,374	108,715	99,640	173	51,794	52	38,976	39	129	91
Muncie	119.0	0.0469	2.64	12,699	83,355	77,387	136	40,226	52	30,272	39	134	92
South Bend - Mishawaka	249.5	0.0984	2.67	13,650	205,020	189,435	347	98,473	52	74,102	39	110	87
Terre Haute	130.0	0.0513	2.66	12,247	95,780	89,231	162	46,384	52	34,903	39	129	83
Non-Metro Portion of State	1,760.2	0.6940	2.72	12,064	875,811	807,384	1,970	445,812	55	297,280	37	85	76
State Total	**5,594.4**	**2.2057**	**2.68**	**13,456**	**3,899,381**	**3,640,638**	**6,847**	**1,903,806**	**52**	**1,399,684**	**38**	**111**	**90**
IOWA													
Cedar Rapids	170.5	0.0672	2.58	16,006	154,684	140,460	227	61,980	44	66,036	47	111	101
Davenport - Rock Island - Moline	346.5	0.1366	2.57	14,094	291,969	256,923	443	117,003	46	116,280	45	102	89
Des Moines	401.3	0.1582	2.57	16,115	343,621	315,060	523	129,984	41	144,514	46	88	106
Dubuque	86.0	0.0339	2.80	13,198	71,624	63,941	126	28,215	44	30,062	47	97	79
Iowa City	98.1	0.0387	2.67	15,553	88,389	77,133	113	34,035	44	36,261	47	93	116
Sioux City	115.7	0.0456	2.68	13,292	90,289	80,034	146	35,297	44	37,628	47	85	83
Waterloo - Cedar Falls	145.2	0.0573	2.66	13,073	96,990	86,587	184	38,208	44	40,708	47	93	83
Non-Metro Portion of State	1,545.3	0.6093	2.59	12,577	745,231	658,809	2,005	291,481	44	336,693	51	65	72
State Total	**2,778.1**	**1.0953**	**2.60**	**13,564**	**1,762,415**	**1,576,434**	**3,598**	**691,631**	**44**	**760,194**	**48**	**80**	**82**
KANSAS													
Kansas City	1,607.2	0.6338	2.60	16,130	1,248,008	1,193,738	1,850	572,106	48	489,496	41	109	116
Lawrence	84.5	0.0333	2.72	12,858	68,967	63,924	90	33,230	52	23,869	37	121	101
Topeka	163.3	0.0644	2.52	15,298	136,866	127,919	239	66,496	52	47,766	37	117	92
Wichita	464.4	0.1831	2.59	15,297	390,745	376,504	669	181,624	48	147,868	39	111	90
Non-Metro Portion of State	1,162.8	0.4585	2.61	11,983	599,231	587,720	1,587	299,731	53	213,480	38	78	68
State Total	**2,506.5**	**0.9883**	**2.62**	**14,335**	**1,621,325**	**1,549,129**	**3,206**	**788,937**	**51**	**586,027**	**38**	**92**	**86**
KENTUCKY													
Clarksville - Hopkinsville	172.4	0.0679	3.02	11,212	95,722	90,606	183	46,726	52	36,057	40	123	77
Huntington - Ashland	311.0	0.1226	2.61	11,334	169,233	163,495	336	97,372	60	52,470	32	90	78
Lexington-Fayette	355.6	0.1402	2.60	14,978	334,220	322,731	475	160,484	50	124,561	39	134	107
Louisville	956.6	0.3772	2.59	14,242	785,684	741,228	1,101	403,909	54	273,213	37	115	105
Owensboro	87.4	0.0344	2.63	12,665	56,818	52,556	109	29,834	57	18,555	35	83	86
Non-Metro Portion of State	1,977.3	0.7797	2.70	10,214	823,965	809,080	1,726	527,679	65	236,670	29	64	87
State Total	**3,704.2**	**1.4605**	**2.67**	**12,037**	**2,270,832**	**2,185,009**	**3,746**	**1,235,600**	**57**	**776,425**	**36**	**91**	**96**

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STATE Metro Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
LOUISIANA													
Alexandria	132.0	0.0520	2.87	11,374	73,528	70,636	132	33,619	48	26,234	37	71	93
Baton Rouge	533.0	0.2101	2.80	13,883	304,753	289,460	505	144,907	50	104,392	36	59	118
Houma - Thibodaux	182.8	0.0721	3.02	10,841	97,049	92,316	163	43,937	48	34,285	37	56	92
Lafayette	209.9	0.0827	2.78	12,246	176,663	171,503	231	81,622	48	63,694	37	82	97
Lake Charles	170.1	0.0671	2.80	12,589	96,044	92,724	145	44,129	48	34,436	37	59	114
Monroe	142.8	0.0563	2.83	11,581	116,053	114,206	167	54,352	48	42,415	37	85	86
New Orleans	1,244.0	0.4904	2.72	13,559	1,090,904	1,014,547	1,434	413,583	41	443,415	44	92	109
Shreveport	336.4	0.1326	2.70	12,814	224,630	216,304	337	111,746	52	81,373	38	93	102
Non-Metro Portion of State	1,287.4	0.5078	2.93	9,493	387,611	371,017	832	228,705	62	106,741	29	39	105
State Total	**4,238.4**	**1.6711**	**2.82**	**11,950**	**2,567,235**	**2,432,713**	**3,946**	**1,156,600**	**48**	**936,985**	**39**	**69**	**106**
MAINE													
Bangor	148.6	0.0586	2.71	12,720	105,919	101,919	177	36,600	36	58,629	58	77	91
Lewiston - Auburn	107.0	0.0422	2.62	13,038	80,733	77,678	124	27,892	36	44,686	58	78	89
Portland	247.4	0.0976	2.57	16,114	301,664	289,130	408	103,829	36	166,327	58	114	92
Non-Metro Portion of State	744.9	0.2936	2.64	12,767	515,542	496,906	1,085	178,820	36	286,442	58	81	74
State Total	**1,247.9**	**0.4920**	**2.63**	**13,448**	**1,003,858**	**965,633**	**1,794**	**347,141**	**36**	**556,084**	**58**	**88**	**81**
MARYLAND													
Baltimore	2,430.9	0.9585	2.71	15,776	1,742,179	1,589,540	2,645	664,794	42	672,256	42	100	114
Cumberland	101.5	0.0400	2.56	10,713	62,485	59,159	140	24,924	42	26,737	45	91	66
Hagerstown	122.7	0.0483	2.71	12,378	67,311	60,710	140	25,581	42	27,435	45	70	93
Non-Metro Portion of State	350.7	0.1382	2.70	13,176	331,360	314,939	499	126,197	40	174,064	55	120	82
State Total	**4,915.9**	**1.9382**	**2.74**	**16,710**	**3,515,550**	**3,296,555**	**5,405**	**1,354,135**	**41**	**1,506,434**	**46**	**98**	**113**
MASSACHUSETTS													
Boston - Lawrence - Salem - Lowell - Brockton	3,785.8	1.4927	2.69	18,563	4,432,429	4,148,732	5,236	1,104,659	27	2,440,673	59	135	114
New Bedford - Fall River - Attleboro	511.4	0.2017	2.70	14,342	493,891	457,270	650	175,956	38	238,218	52	104	85
Pittsfield	138.0	0.0544	2.56	15,238	155,210	143,262	244	40,484	28	94,031	66	118	78
Springfield	607.6	0.2395	2.73	14,520	574,618	516,110	720	172,859	33	302,943	59	119	95
Worcester - Fitchburg - Leominster	723.0	0.2850	2.73	15,858	609,849	567,774	844	189,663	33	316,625	56	118	102
Non-Metro Portion of State	282.5	0.1114	2.43	16,322	507,644	477,070	721	97,913	21	358,475	75	157	58
State Total	**6,048.3**	**2.3847**	**2.68**	**17,296**	**6,773,641**	**6,310,218**	**8,418**	**1,781,534**	**28**	**3,750,965**	**59**	**130**	**103**
MICHIGAN													
Ann Arbor	287.5	0.1133	2.70	16,844	279,210	265,799	362	110,666	42	131,570	49	151	128
Battle Creek	137.1	0.0540	2.62	13,153	102,660	93,783	182	39,049	42	46,421	49	111	85
Benton Harbor	162.3	0.0640	2.64	13,199	132,845	122,532	214	51,018	42	60,653	49	129	77
Detroit	4,402.0	1.7355	2.71	15,695	3,343,136	3,075,623	4,890	1,272,441	41	1,445,160	47	125	105
Flint	428.4	0.1689	2.66	14,150	280,349	249,197	488	118,283	47	112,926	45	95	94
Grand Rapids	707.6	0.2790	2.81	14,676	490,839	458,625	736	178,617	39	248,090	54	127	121
Jackson	152.1	0.0600	2.79	13,047	87,373	78,646	162	32,744	42	38,928	49	105	93
Kalamazoo	226.1	0.0891	2.67	14,763	184,597	173,923	282	72,415	42	86,091	49	172	104
Lansing - East Lansing	437.4	0.1725	2.76	14,430	322,405	291,415	489	130,258	45	145,146	50	138	113
Muskegon	161.4	0.0636	2.75	11,881	109,350	101,330	194	42,189	42	50,157	49	137	83
Saginaw - Bay City - Midland	398.8	0.1573	2.69	13,138	297,567	269,125	415	107,752	40	148,235	55	124	102
Non-Metro Portion of State	1,881.5	0.7420	2.73	11,466	983,878	858,778	2,277	344,754	40	470,183	55	66	65
State Total	**9,382.2**	**3.6992**	**2.72**	**14,356**	**6,614,209**	**6,038,776**	**10,691**	**2,500,186**	**41**	**2,983,560**	**49**	**111**	**97**

STATE Metro Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Market Share Sales ($000)	Fast Food Market Share (%)	Restaurant Market Share Sales ($000)	Restaurant Market Share (%)	RAI	RGI
MINNESOTA													
Duluth	237.1	0.0935	2.51	12,101	154,514	129,423	313	47,725	37	69,397	54	76	78
Fargo - Moorhead	156.0	0.0616	2.65	13,768	132,799	114,248	199	56,406	49	55,038	48	102	98
Minneapolis - St. Paul	2,547.1	1.0042	2.63	16,436	2,222,230	2,048,634	2,752	750,727	37	1,071,991	52	118	134
Rochester	109.5	0.0432	2.66	15,677	86,004	81,324	134	29,992	37	43,611	54	96	127
St. Cloud	196.0	0.0773	2.96	11,917	118,871	101,352	193	37,375	37	54,348	54	92	95
Non-Metro Portion of State	1,411.3	0.5565	2.67	11,200	755,045	662,516	1,736	243,372	37	384,780	58	74	66
State Total	**4,457.2**	**1.7574**	**2.65**	**14,324**	**3,296,937**	**2,993,781**	**5,082**	**1,097,420**	**37**	**1,606,763**	**54**	**101**	**106**
MISSISSIPPI													
Biloxi - Gulfport	198.5	0.0783	2.76	10,986	135,468	127,664	230	75,312	59	38,583	30	108	79
Jackson	401.3	0.1582	2.82	13,025	254,549	251,714	457	127,263	51	93,216	37	115	101
Pascagoula	115.5	0.0455	2.85	11,106	56,678	54,777	117	32,314	59	16,555	30	87	97
Non-Metro Portion of State	1,802.0	0.7105	2.83	9,365	587,662	577,111	1,526	373,522	65	155,738	27	56	88
State Total	**2,591.8**	**1.0219**	**2.82**	**10,250**	**1,056,031**	**1,031,909**	**2,383**	**620,663**	**60**	**311,114**	**30**	**70**	**91**
MISSOURI													
Columbia	114.3	0.0450	2.68	13,641	81,217	75,400	135	35,896	48	30,479	40	114	92
Joplin	136.4	0.0538	2.54	11,611	94,124	89,526	184	42,621	48	36,188	40	92	73
Kansas City	1,607.2	0.6338	2.60	16,130	1,248,008	1,193,738	1,850	572,106	48	489,496	41	109	116
St. Joseph	82.7	0.0327	2.57	12,109	57,347	52,916	106	25,193	48	21,390	40	97	81
St. Louis	2,475.7	0.9761	2.64	15,693	1,986,684	1,855,483	3,058	882,752	48	697,099	38	112	106
Springfield	248.2	0.0979	2.59	13,055	178,733	170,988	320	81,407	48	69,116	40	116	92
Non-Metro Portion of State	1,743.1	0.6870	2.63	10,816	723,014	687,986	1,964	376,888	55	275,513	40	71	66
State Total	**5,184.8**	**2.0442**	**2.61**	**13,825**	**3,586,959**	**3,396,195**	**6,341**	**1,648,826**	**49**	**1,351,850**	**40**	**103**	**94**
MONTANA													
Billings	112.8	0.0445	2.53	14,027	119,489	99,116	187	38,941	39	53,523	54	78	75
Great Falls	77.9	0.0307	2.57	13,220	72,139	56,907	115	22,357	39	30,732	54	101	78
Non-Metro Portion of State	610.7	0.2408	2.63	12,535	421,047	333,325	967	126,484	38	187,719	56	74	64
State Total	**801.4**	**0.3160**	**2.61**	**12,811**	**612,675**	**489,348**	**1,269**	**187,782**	**38**	**271,974**	**56**	**77**	**67**
NEBRASKA													
Lincoln	217.6	0.0858	2.58	15,559	172,109	153,840	280	70,216	46	71,650	47	104	105
Omaha	625.9	0.2469	2.66	15,543	518,041	459,053	774	202,255	44	213,551	47	103	106
Non-Metro Portion of State	808.3	0.3186	2.59	12,528	430,792	368,801	1,152	170,106	46	177,634	48	83	63
State Total	**1,586.0**	**0.6253**	**2.62**	**14,114**	**1,078,200**	**943,540**	**2,119**	**424,705**	**45**	**446,022**	**47**	**94**	**84**
NEVADA													
Las Vegas	817.4	0.3223	2.59	14,693	696,814	597,278	788	248,562	42	263,190	44	93	451
Reno	266.1	0.1050	2.49	15,988	211,024	189,881	316	81,125	43	87,955	46	81	296
Non-Metro Portion of State	217.9	0.0858	2.68	14,232	141,687	121,800	233	50,790	42	56,625	46	82	233
State Total	**1,301.4**	**0.5131**	**2.58**	**14,881**	**1,049,525**	**908,959**	**1,337**	**380,477**	**42**	**407,770**	**45**	**89**	**376**
NEW HAMPSHIRE													
Manchester - Nashua	347.7	0.1371	2.69	18,264	311,726	304,947	442	99,914	33	179,047	59	99	114

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Portsmouth - Dover - Rochester	363.2	0.1432	2.76	17,153	347,741	338,798	481	99,164	29	213,671	63	96	95
Non-Metro Portion of State	432.7	0.1706	2.65	14,963	392,061	388,062	686	113,581	29	244,731	63	87	84
State Total	**1,143.6**	**0.4509**	**2.70**	**16,662**	**1,051,528**	**1,031,807**	**1,609**	**312,659**	**30**	**637,449**	**62**	**93**	**95**
NEW JERSEY													
Atlantic City	326.7	0.1287	2.60	16,410	410,241	363,890	726	115,733	32	231,677	64	114	315
Bergen - Passaic	1,275.7	0.5030	2.76	22,200	1,000,617	923,061	1,636	257,615	28	484,844	53	81	107
Jersey City	548.9	0.2164	2.67	15,930	287,144	241,553	567	86,079	36	124,326	51	69	108
Middlesex - Somerset - Hunterdon	1,044.2	0.4118	2.79	22,572	756,140	679,666	1,185	217,586	32	376,342	55	74	130
Monmouth - Ocean	1,015.0	0.4002	2.70	19,422	716,422	640,666	1,304	181,986	28	408,095	64	68	87
Newark	1,823.6	0.7191	2.81	20,805	1,267,653	1,139,616	2,156	345,855	30	555,464	49	74	119
Trenton	330.8	0.1304	2.79	20,502	241,444	209,350	430	65,852	31	111,675	53	77	115
Vineland - Millville - Bridgeton	139.1	0.0549	2.95	13,476	63,861	55,872	135	17,577	31	30,247	54	46	102
State Total	**7,813.5**	**3.0807**	**2.77**	**19,860**	**5,504,942**	**4,941,624**	**9,462**	**1,526,950**	**31**	**2,677,108**	**54**	**74**	**127**
NEW MEXICO													
Albuquerque	503.5	0.1985	2.58	13,860	455,814	426,901	680	178,822	42	205,245	48	132	94
Las Cruces	142.6	0.0563	3.01	9,539	69,202	61,573	142	27,014	44	28,663	47	92	76
Santa Fe	120.9	0.0476	2.60	16,816	122,064	117,505	178	51,552	44	54,698	47	160	93
Non-Metro Portion of State	794.4	0.3132	2.93	9,852	415,742	384,616	909	191,776	50	161,434	42	71	72
State Total	**1,561.4**	**0.6156**	**2.79**	**11,655**	**1,062,822**	**990,595**	**1,909**	**449,164**	**45**	**450,040**	**45**	**99**	**82**
NEW YORK													
Albany - Schenectady - Troy	886.2	0.3494	2.60	15,592	624,232	584,805	1,210	190,201	33	323,394	55	75	92
Binghamton	264.1	0.1041	2.63	13,885	169,295	151,222	302	42,308	28	83,500	55	80	99
Buffalo	964.4	0.3803	2.56	13,750	724,504	661,924	1,347	264,847	40	319,023	48	81	79
Elmira	95.6	0.0377	2.69	12,749	57,142	52,096	114	14,575	28	28,765	55	82	81
Glens Falls	120.7	0.0476	2.76	13,698	90,728	84,240	239	23,568	28	46,515	55	77	66
Jamestown - Dunkirk	140.8	0.0555	2.64	9,952	73,100	62,714	185	24,340	39	32,832	52	56	69
Nassau - Suffolk	2,653.2	1.0461	3.06	20,216	1,908,748	1,800,426	3,545	460,986	26	1,005,010	56	71	92
New York	8,627.2	3.4014	2.65	17,285	6,207,452	5,832,847	10,493	1,317,965	23	3,349,474	57	121	108
Niagara Falls	220.7	0.0871	2.60	13,282	137,316	126,534	338	35,403	28	69,867	55	74	73
Orange County	318.1	0.1254	3.03	15,555	181,194	170,417	410	47,678	28	94,098	55	63	82
Poughkeepsie	265.1	0.1045	2.89	17,229	174,207	164,825	349	46,114	28	91,010	55	63	99
Rochester	1,008.0	0.3975	2.68	15,331	675,576	630,262	1,205	244,947	39	311,472	49	73	106
Syracuse	662.7	0.2613	2.70	14,154	461,230	424,313	910	145,445	34	212,695	50	78	88
Utica - Rome	316.1	0.1246	2.71	12,560	194,681	182,317	408	51,009	28	100,668	55	81	76
Non-Metro Portion of State	1,623.4	0.6401	2.80	12,259	837,676	759,220	2,084	294,725	39	397,504	52	60	75
State Total	**18,166.3**	**7.1626**	**2.72**	**16,455**	**12,517,061**	**11,688,162**	**23,139**	**3,204,111**	**27**	**6,465,827**	**55**	**90**	**96**
NORTH CAROLINA													
Asheville	177.7	0.0700	2.46	13,357	146,896	145,162	247	76,045	52	54,091	37	109	89
Burlington	109.9	0.0433	2.53	13,575	66,066	65,260	148	34,187	52	24,318	37	79	81
Charlotte - Gastonia - Rock Hill	1,200.4	0.4732	2.63	14,536	864,179	841,268	1,493	437,388	52	313,646	37	107	105
Fayetteville	278.1	0.1097	3.00	11,149	164,397	159,244	278	83,418	52	59,339	37	120	91
Greensboro - Winston-Salem - High Point	961.1	0.3790	2.53	14,218	698,632	688,500	1,254	318,461	46	262,033	38	112	93
Hickory - Morganton	226.0	0.0892	2.60	12,731	142,331	139,731	304	73,198	52	52,064	37	93	87
Jacksonville	153.5	0.0605	3.62	11,260	88,195	81,788	118	42,843	52	30,476	37	123	85
Raleigh - Durham	768.5	0.3030	2.55	16,261	1,004,883	984,683	1,018	466,832	47	407,240	41	184	116

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STATE Metro Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Wilmington	123.0	0.0485	2.49	13,987	133,633	129,748	217	67,968	52	48,347	37	133	69
Non-Metro Portion of State	2,914.8	1.1492	2.64	11,244	1,365,493	1,349,567	3,063	752,606	56	496,742	37	69	87
State Total	**6,777.2**	**2.6720**	**2.63**	**12,966**	**4,584,845**	**4,495,897**	**8,010**	**2,295,800**	**51**	**1,724,262**	**38**	**101**	**94**
NORTH DAKOTA													
Bismarck	84.0	0.0330	2.67	13,935	61,504	56,169	100	27,588	49	27,133	48	97	109
Fargo - Moorhead	156.0	0.0616	2.65	13,768	132,799	114,248	199	56,406	49	55,038	48	102	98
Grand Forks	71.7	0.0283	2.79	12,939	56,162	47,367	82	23,273	49	22,892	48	93	109
Non-Metro Portion of State	373.3	0.1472	2.63	11,614	200,224	156,984	535	74,891	48	77,223	49	75	60
State Total	**634.3**	**0.2501**	**2.64**	**12,628**	**423,306**	**350,339**	**855**	**172,310**	**49**	**169,141**	**48**	**88**	**78**
OHIO													
Akron	561.2	0.2607	2.64	14,409	507,540	473,485	788	210,181	44	231,662	49	100	94
Canton	395.1	0.1557	2.64	13,246	277,924	260,966	517	124,867	48	124,632	48	92	78
Cincinnati	1,466.0	0.5780	2.65	15,285	1,378,199	1,286,873	1,789	545,063	42	600,623	47	119	106
Cleveland	1,825.8	0.7199	2.57	15,341	1,361,371	1,248,981	2,167	531,156	43	590,122	47	101	100
Columbus	1,407.2	0.5549	2.63	15,180	1,247,365	1,156,231	1,687	575,986	50	479,574	41	139	109
Dayton - Springfield	959.9	0.3786	2.61	14,590	742,509	692,534	1,122	364,018	53	267,284	39	112	99
Hamilton - Middletown	297.5	0.1173	2.78	14,148	180,721	164,009	274	77,873	47	71,799	44	89	106
Lima	155.8	0.0614	2.79	12,215	111,773	106,195	220	50,424	47	46,489	44	98	73
Lorain - Elyria	272.5	0.1074	2.84	12,218	149,020	134,233	302	63,736	47	58,763	44	88	86
Mansfield	126.1	0.0497	2.62	13,049	90,699	83,996	168	39,881	47	36,770	44	111	80
Parkersburg - Marietta	148.6	0.0587	2.58	12,455	88,935	85,181	172	50,917	60	27,164	32	83	88
Steubenville - Weirton	140.8	0.0555	2.57	12,182	67,394	60,180	148	28,353	47	26,560	44	69	88
Toledo	619.0	0.2440	2.66	13,750	498,688	456,891	782	192,165	42	219,074	48	107	87
Youngstown - Warren	489.2	0.1929	2.62	12,346	323,836	293,568	591	135,230	46	129,360	44	101	78
Non-Metro Portion of State	2,298.8	0.9063	2.75	11,756	1,195,109	1,085,434	2,591	557,035	51	455,750	42	81	75
State Total	**10,918.7**	**4.3050**	**2.65**	**13,891**	**7,910,163**	**7,294,069**	**12,915**	**3,404,791**	**47**	**3,235,358**	**44**	**103**	**93**
OKLAHOMA													
Enid	54.8	0.0216	2.53	11,347	33,358	32,353	93	16,146	50	11,585	36	85	51
Lawton	111.9	0.0441	2.96	10,911	54,605	51,843	119	25,871	50	18,565	36	87	80
Oklahoma City	968.0	0.3816	2.61	12,996	739,735	718,239	1,486	330,791	46	272,037	38	111	70
Tulsa	715.5	0.2821	2.56	13,258	534,037	517,371	994	248,772	48	187,343	36	92	80
Non-Metro Portion of State	1,272.7	0.5020	2.61	10,078	499,028	485,009	1,400	272,229	56	151,624	31	56	64
State Total	**3,157.8**	**1.2451**	**2.61**	**11,734**	**1,876,097**	**1,819,946**	**4,123**	**897,073**	**49**	**643,331**	**35**	**83**	**70**
OREGON													
Eugene - Springfield	287.1	0.1132	2.55	12,822	255,293	235,165	414	92,903	40	123,799	53	106	78
Medford	151.4	0.0597	2.55	12,522	135,038	124,496	219	49,183	40	65,538	53	112	65
Portland	1,276.5	0.5034	2.55	15,423	1,365,464	1,242,604	1,710	463,506	37	659,310	53	133	102
Salem	286.4	0.1129	2.74	12,675	216,166	201,339	356	79,539	40	105,990	53	103	73
Non-Metro Portion of State	911.4	0.3592	2.58	12,005	749,056	688,748	1,401	281,256	41	373,367	54	95	63
State Total	**2,912.8**	**1.1484**	**2.58**	**13,676**	**2,721,017**	**2,492,352**	**4,100**	**966,387**	**39**	**1,328,004**	**53**	**114**	**82**
PENNSYLVANIA													
Allentown - Bethlehem - Easton	701.0	0.2764	2.64	15,531	429,125	396,915	843	140,888	35	191,583	48	73	94
Altoona	130.2	0.0513	2.59	12,181	80,789	75,462	162	27,488	36	39,049	52	64	78
Beaver County	184.2	0.0726	2.58	12,444	80,900	72,516	177	26,416	36	37,525	52	61	93

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Erie	275.4	0.1086	2.71	13,240	182,161	163,121	334	59,422	36	84,413	52	81	90
Harrisburg - Lebanon - Carlisle	598.0	0.2359	2.60	15,613	397,478	359,980	721	150,487	42	178,984	50	85	113
Johnstown	238.2	0.0939	2.62	11,059	112,797	99,509	264	36,247	36	51,490	52	62	70
Lancaster	437.6	0.1725	2.80	15,028	300,045	280,127	459	87,604	31	175,597	63	81	117
Philadelphia	4,924.1	1.9415	2.73	17,255	3,107,033	2,805,095	5,224	917,077	33	1,475,097	53	76	117
Pittsburgh	2,037.9	0.8035	2.50	14,907	1,344,016	1,224,177	2,458	449,963	37	627,389	51	86	92
Reading	342.8	0.1352	2.64	15,179	232,967	218,219	426	76,084	35	126,052	58	89	97
Scranton - Wilkes-Barre	739.5	0.2915	2.61	13,160	457,779	430,472	995	170,272	40	220,644	51	78	85
Sharon	119.9	0.0473	2.65	12,375	63,677	56,512	153	20,587	36	29,243	52	73	68
State College	126.0	0.0497	2.91	12,595	93,710	87,906	155	32,021	36	45,488	52	130	78
Williamsport	120.0	0.0473	2.63	12,629	63,954	56,659	145	20,640	36	29,319	52	59	86
York	427.7	0.1687	2.67	15,101	247,186	225,787	470	86,191	38	119,500	53	76	107
Non-Metro Portion of State	1,809.5	0.7133	2.67	11,967	838,330	760,267	2,035	322,111	42	369,426	49	63	60
State Total	**11,966.1**	**4.7188**	**2.64**	**14,883**	**7,300,361**	**6,651,261**	**13,751**	**2,394,926**	**36**	**3,461,656**	**52**	**78**	**96**
RHODE ISLAND													
Providence - Pawtucket - Woonsocket	924.7	0.3645	2.66	14,109	748,819	681,247	1,243	230,444	34	388,029	57	113	76
Non-Metro Portion of State	87.4	0.0345	2.66	15,999	110,449	100,774	176	30,576	30	62,484	62	213	113
State Total	**1,012.1**	**0.3990**	**2.66**	**14,272**	**859,268**	**782,021**	**1,419**	**261,020**	**33**	**450,513**	**58**	**120**	**81**
SOUTH CAROLINA													
Anderson	147.7	0.0582	2.62	12,036	83,330	80,943	158	39,912	49	32,496	40	71	90
Charleston	524.3	0.2067	2.85	12,370	363,952	347,569	572	142,277	41	167,251	48	96	99
Charlotte - Gastonia - Rock Hill	1,200.4	0.4732	2.63	14,536	864,179	841,268	1,493	437,388	52	313,646	37	107	105
Columbia	462.3	0.1823	2.77	13,629	397,840	387,523	586	182,934	47	139,926	36	131	96
Florence	115.8	0.0456	2.85	11,294	67,555	66,721	127	32,900	49	26,786	40	71	101
Greenville - Spartanburg	655.3	0.2584	2.65	13,239	469,548	459,909	792	246,075	54	169,100	37	92	94
Non-Metro Portion of State	1,400.5	0.5523	2.80	10,584	834,887	806,808	1,542	393,701	49	346,284	43	84	91
State Total	**3,565.4**	**1.4058**	**2.77**	**11,952**	**2,378,824**	**2,309,800**	**4,014**	**1,131,445**	**49**	**931,429**	**40**	**92**	**95**
SOUTH DAKOTA													
Rapid City	84.2	0.0331	2.65	15,043	74,785	68,359	128	27,712	41	36,936	54	95	90
Sioux Falls	126.7	0.0500	2.59	16,471	118,372	104,843	177	42,503	41	56,649	54	103	111
Non-Metro Portion of State	491.6	0.1938	2.71	12,294	251,366	212,039	692	76,651	36	124,063	59	75	65
State Total	**702.5**	**0.2769**	**2.68**	**13,377**	**444,523**	**385,241**	**997**	**146,866**	**38**	**217,648**	**56**	**84**	**77**
TENNESSEE													
Chattanooga	438.1	0.1728	2.60	12,791	274,913	271,030	547	151,473	56	99,605	37	99	82
Clarksville - Hopkinsville	172.4	0.0679	3.02	11,212	95,722	90,606	183	46,726	52	36,057	40	123	77
Jackson	78.6	0.0310	2.63	12,465	45,414	43,196	89	22,317	52	17,156	40	76	94
Johnson City - Kingsport - Bristol	438.0	0.1727	2.55	11,934	239,209	235,871	427	146,099	62	67,257	29	96	104
Knoxville	614.7	0.2422	2.54	13,625	499,328	484,476	784	220,576	46	228,482	47	120	95
Memphis	1,003.3	0.3956	2.75	13,590	578,337	565,705	1,070	275,301	49	214,721	38	102	101
Nashville	1,016.4	0.4008	2.62	15,219	897,125	879,394	1,233	418,868	48	387,528	44	140	117
Non-Metro Portion of State	1,594.8	0.6290	2.63	10,718	557,158	550,145	1,413	348,812	63	174,639	32	59	91
State Total	**4,960.1**	**1.9557**	**2.63**	**12,897**	**3,030,865**	**2,967,104**	**5,420**	**1,537,201**	**52**	**1,178,214**	**40**	**102**	**99**
TEXAS													
Abilene	120.1	0.0474	2.75	12,673	86,044	81,120	165	37,448	46	32,114	40	133	64

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Amarillo	189.6	0.0748	2.60	13,361	174,679	165,333	286	76,323	46	65,450	40	99	74
Austin	819.4	0.3231	2.57	15,641	735,930	694,492	1,041	305,051	44	300,640	43	93	105
Beaumont - Port Arthur	357.7	0.1410	2.69	12,622	226,035	214,503	358	108,351	51	77,776	36	84	104
Brazoria	194.3	0.0766	2.99	13,888	90,314	87,028	174	40,176	46	34,454	40	59	125
Brownsville - Harlingen	267.2	0.1054	3.57	7,698	128,964	119,154	236	55,005	46	47,172	40	71	72
Bryan - College Station	124.5	0.0491	2.79	11,410	84,974	77,993	138	36,003	46	30,875	40	84	71
Corpus Christi	353.0	0.1392	2.95	11,950	225,419	207,846	460	109,282	53	74,920	36	77	78
Dallas	2,665.1	1.0508	2.68	17,238	2,500,459	2,350,212	3,195	943,812	40	983,554	42	106	126
El Paso	617.2	0.2433	3.33	9,701	321,707	289,084	554	135,346	47	115,053	40	83	98
Fort Worth - Arlington	1,396.8	0.5507	2.69	16,112	993,521	913,040	1,477	427,760	47	358,520	39	82	115
Galveston - Texas City	219.8	0.0867	2.67	14,046	171,136	163,028	248	75,257	46	64,541	40	74	101
Houston	3,370.6	1.3291	2.79	16,201	2,421,471	2,265,149	3,451	927,054	41	997,230	44	84	130
Killeen - Temple	262.6	0.1035	3.03	11,655	127,669	121,132	241	55,919	46	47,953	40	84	79
Laredo	139.2	0.0549	3.89	7,305	68,528	67,429	104	31,127	46	26,694	40	60	87
Longview - Marshall	163.6	0.0645	2.67	12,564	110,120	103,320	226	47,699	46	40,899	40	77	64
Lubbock	226.5	0.0893	2.73	12,599	204,994	186,255	321	85,982	46	73,736	40	116	78
McAllen - Edinburg - Mission	405.5	0.1599	3.73	7,382	141,733	134,598	300	62,134	46	53,286	40	57	75
Midland	108.1	0.0426	2.74	15,760	61,319	58,378	127	26,949	46	23,109	40	55	80
Odessa	117.2	0.0463	2.81	11,718	76,784	68,730	158	31,728	46	27,209	40	66	63
San Angelo	100.6	0.0396	2.78	12,681	64,832	61,321	118	28,307	46	24,274	40	93	70
San Antonio	1,355.4	0.5345	2.89	12,386	1,117,620	1,040,092	1,557	493,721	47	411,080	40	105	94
Sherman - Denison	95.6	0.0377	2.58	12,859	52,983	51,315	118	23,688	46	20,315	40	65	69
Texarkana	120.8	0.0477	2.67	11,972	69,123	68,620	132	31,794	46	27,182	40	95	77
Tyler	154.8	0.0610	2.66	13,416	120,011	118,428	165	54,670	46	46,884	40	96	85
Victoria	74.4	0.0293	2.83	12,739	47,370	44,817	94	20,688	46	17,742	40	67	69
Waco	191.2	0.0754	2.69	12,314	137,323	128,605	233	59,367	46	50,915	40	84	84
Wichita Falls	122.3	0.0482	2.71	12,397	115,506	108,832	179	50,239	46	43,084	40	164	73
Non-Metro Portion of State	3,140.3	1.2378	2.78	10,787	1,215,111	1,180,931	3,282	695,738	59	400,455	34	55	62
State Total	**17,434.7**	**6.8741**	**2.80**	**13,769**	**11,870,240**	**11,149,849**	**19,087**	**5,064,329**	**45**	**4,508,469**	**40**	**84**	**99**
UTAH													
Provo - Orem	271.7	0.1072	3.76	9,618	90,884	89,613	196	46,029	51	35,737	40	64	116
Salt Lake City - Ogden	1,103.5	0.4351	3.09	12,423	696,094	673,282	1,122	346,213	51	262,456	39	84	109
Non-Metro Portion of State	395.0	0.1556	3.25	10,117	177,608	171,518	457	76,839	45	81,861	48	75	83
State Total	**1,770.2**	**0.6979**	**3.21**	**11,478**	**964,586**	**934,413**	**1,775**	**469,081**	**50**	**380,054**	**41**	**80**	**103**
VERMONT													
Burlington	140.4	0.0554	2.71	15,989	159,983	148,658	207	40,201	27	95,350	64	124	105
Non-Metro Portion of State	432.4	0.1705	2.65	12,845	332,758	307,759	696	83,481	27	197,981	64	85	77
State Total	**572.8**	**0.2259**	**2.67**	**13,616**	**492,741**	**456,417**	**903**	**123,682**	**27**	**293,331**	**64**	**95**	**83**
VIRGINIA													
Charlottesville	133.8	0.0528	2.68	14,904	97,080	95,607	177	41,834	44	42,530	44	82	101
Danville	107.6	0.0425	2.56	11,305	52,530	51,860	116	22,691	44	23,066	44	66	95
Lynchburg	142.3	0.0561	2.69	11,776	92,842	91,567	169	40,063	44	40,728	44	85	90
Norfolk - Virginia Beach - Newport News	1,447.2	0.5705	2.83	13,439	992,216	969,908	1,678	454,268	47	424,371	44	103	102
Richmond - Petersburg	886.6	0.3496	2.61	15,457	600,528	592,208	1,092	273,979	46	244,558	41	92	106
Roanoke	225.0	0.0889	2.50	14,104	179,906	177,262	334	77,551	44	78,846	44	111	87
Non-Metro Portion of State	1,723.8	0.6792	2.69	11,748	757,160	750,474	1,655	403,313	54	289,581	39	63	104
State Total	**6,348.1**	**2.5029**	**2.70**	**15,528**	**4,274,672**	**4,222,397**	**7,155**	**1,837,432**	**44**	**1,908,873**	**45**	**92**	**112**

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WASHINGTON													
Bellingham	132.5	0.0523	2.62	14,440	122,432	107,540	188	39,777	37	60,206	56	84	80
Bremerton	199.4	0.0786	2.74	14,864	117,136	104,825	180	38,774	37	58,686	56	78	106
Olympia	168.3	0.0664	2.60	14,686	124,607	112,921	197	41,767	37	63,217	56	82	88
Richland - Kennewick - Pasco	152.2	0.0601	2.76	13,556	115,136	106,166	168	39,267	37	59,436	56	84	112
Seattle	2,032.6	0.8014	2.51	18,563	2,340,587	2,210,962	2,831	759,048	34	1,251,980	57	126	110
Spokane	365.4	0.1441	2.55	13,436	356,446	332,887	460	144,125	43	163,421	49	101	91
Tacoma	604.9	0.2385	2.73	14,095	490,275	454,222	615	174,258	38	255,544	56	117	98
Vancouver	250.2	0.0986	2.70	14,511	170,967	150,825	245	55,786	37	84,438	56	104	98
Yakima	191.7	0.0755	2.87	11,101	132,055	122,635	195	45,361	37	68,655	56	83	89
Non-Metro Portion of State	911.9	0.3594	2.62	12,548	657,479	594,299	1,226	216,354	36	359,506	60	79	71
State Total	**5,009.1**	**1.9749**	**2.60**	**15,528**	**4,627,120**	**4,297,282**	**6,305**	**1,554,517**	**36**	**2,425,089**	**56**	**106**	**97**
WEST VIRGINIA													
Charleston	249.9	0.0986	2.49	13,365	172,694	167,112	333	99,574	60	53,597	32	88	82
Huntington - Ashland	311.0	0.1226	2.61	11,334	169,233	163,495	336	97,372	60	52,470	32	90	78
Parkersburg - Marietta	148.6	0.0587	2.58	12,455	88,935	85,181	172	50,917	60	27,164	32	83	88
Steubenville - Weirton	140.8	0.0555	2.57	12,182	67,394	60,180	148	28,353	47	26,560	44	69	88
Wheeling	157.1	0.0621	2.53	11,720	101,597	91,298	181	54,282	59	29,391	32	79	79
Non-Metro Portion of State	1,134.3	0.4471	2.64	10,272	418,305	405,570	1,056	251,411	62	125,750	31	57	80
State Total	**1,784.3**	**0.7036**	**2.60**	**11,113**	**841,416**	**807,528**	**1,958**	**496,573**	**61**	**249,192**	**31**	**69**	**81**
WISCONSIN													
Appleton - Oshkosh - Neenah	321.0	0.1265	2.72	14,141	236,713	202,932	368	80,525	40	104,347	51	104	105
Eau Claire	139.8	0.0551	2.73	12,377	118,106	95,510	182	36,201	38	52,447	55	99	84
Green Bay	197.4	0.0778	2.69	14,640	161,551	143,019	233	54,210	38	78,538	55	109	115
Janesville - Beloit	139.6	0.0550	2.66	13,653	105,068	88,706	169	33,622	38	48,713	55	80	89
Kenosha	130.6	0.0515	2.73	12,790	87,340	73,815	144	27,978	38	40,535	55	107	88
La Crosse	99.2	0.0391	2.65	12,752	105,003	90,524	140	34,312	38	49,711	55	143	98
Madison	374.6	0.1477	2.57	16,428	341,962	299,427	503	113,399	38	168,598	56	128	115
Milwaukee	1,445.6	0.5700	2.66	15,463	1,196,942	1,057,040	1,703	407,869	39	547,451	52	118	111
Racine	176.4	0.0696	2.75	14,778	104,122	92,510	212	35,064	38	50,802	55	89	93
Sheboygan	105.0	0.0414	2.69	13,711	67,931	58,213	110	22,064	38	31,967	55	85	111
Wausau	116.9	0.0461	2.78	13,376	76,400	68,262	135	25,875	38	37,485	55	107	95
Non-Metro Portion of State	1,611.8	0.6355	2.70	12,241	1,101,983	920,349	2,263	307,517	33	579,349	63	98	67
State Total	**4,952.4**	**1.9526**	**2.68**	**13,967**	**3,770,232**	**3,244,204**	**6,269**	**1,200,255**	**37**	**1,818,452**	**56**	**107**	**92**
WYOMING													
Casper	60.1	0.0237	2.56	14,349	45,394	41,212	92	16,884	41	22,538	55	72	83
Cheyenne	74.1	0.0292	2.60	14,355	62,699	57,170	94	23,420	41	31,262	55	133	94
Non-Metro Portion of State	318.1	0.1254	2.72	13,388	198,635	171,396	493	66,546	39	99,602	58	88	84
State Total	**452.3**	**0.1783**	**2.68**	**13,674**	**306,728**	**269,778**	**679**	**106,850**	**40**	**153,402**	**57**	**92**	**86**
United States Total	**253,629.1**	**100.0000**	**2.71**	**14,702**	**189,192,158**	**176,928,806**	**303,371**	**71,385,626**	**40**	**86,264,948**	**49**	**100**	**100**

1991 ADI Report

This section covers the 209 areas of dominant influence of a tv signal

	12/31/91			1991									
						Eating Place		Fast Food		Restaurant			
ADI Name	Population (Thous.)	% of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Abilene - Sweetwater	288.9	0.1137	2.67	11,405	148,723	142,653	353	73,686	52	52,966	37	85	61
Albany, Ga.	366.0	0.1442	2.83	9,594	164,830	158,539	337	91,436	58	54,658	34	56	97
Albany - Schenectady - Troy	1,337.0	0.5271	2.62	15,017	963,918	901,590	1,950	284,399	32	515,216	57	77	84
Albuquerque	1,490.0	0.5874	2.80	11,575	995,283	931,164	1,799	416,952	45	428,772	46	98	84
Alexandria, La.	251.5	0.0992	2.94	10,124	107,153	103,033	188	53,565	52	35,546	34	63	99
Alpena	40.8	0.0161	2.53	11,110	19,929	17,321	57	6,964	40	9,497	55	59	57
Amarillo	447.4	0.1764	2.66	12,110	294,335	281,161	658	140,889	50	107,957	38	81	63
Anniston	116.7	0.0460	2.71	11,346	74,139	71,412	107	43,353	61	21,459	30	176	105
Ardmore - Ada	184.3	0.0728	2.59	9,439	68,831	67,433	199	37,855	56	21,082	31	53	62
Atlanta	3,933.2	1.5505	2.69	14,975	3,233,152	3,079,603	5,026	1,486,787	48	1,223,182	40	122	102
Augusta	584.2	0.2307	2.81	11,067	324,749	314,492	548	165,496	53	109,244	35	81	104
Austin, Tex.	982.3	0.3873	2.58	14,948	814,914	771,425	1,231	350,278	45	326,677	42	89	97
Bakersfield	581.5	0.2293	3.01	12,180	382,008	358,350	582	185,143	52	157,837	44	108	95
Baltimore	2,612.2	1.0298	2.70	15,657	1,852,846	1,692,285	2,842	706,188	42	728,202	43	100	112
Bangor	334.9	0.1320	2.66	11,981	203,560	197,750	466	71,188	36	114,032	58	68	70
Baton Rouge	732.7	0.2890	2.88	12,588	346,351	328,815	615	169,440	52	115,748	35	53	122
Beaumont - Port Arthur	419.5	0.1653	2.70	12,204	240,459	228,492	404	116,603	51	82,522	36	76	100
Bend	78.0	0.0308	2.56	14,029	80,709	75,624	127	30,855	41	40,967	54	96	76
Billings - Hardin	224.1	0.0882	2.61	12,917	180,681	148,715	343	58,012	39	81,885	55	75	78
Biloxi - Gulfport - Pascagoula	302.2	0.1192	2.82	10,888	187,874	178,681	341	105,778	59	53,912	30	104	83
Binghamton	425.7	0.1678	2.65	13,242	225,542	199,869	484	61,914	31	108,186	54	66	90
Birmingham	1,382.4	0.5452	2.64	12,626	746,513	730,479	1,325	417,898	57	233,586	32	90	101
Bluefield - Beckley - Oak Hill	359.4	0.1415	2.62	9,980	135,400	132,323	310	80,505	61	42,305	32	52	86
Boise	417.6	0.1646	2.72	13,092	269,042	247,752	523	110,071	44	121,304	49	82	84
Boston	5,745.7	2.2655	2.68	17,869	6,377,026	6,003,479	8,038	1,639,747	27	3,611,997	60	125	106
Bowling Green	122.8	0.0483	2.66	11,255	67,917	66,102	115	43,019	65	19,301	29	86	102
Bristol - Kingsport - Johnson City	738.1	0.2910	2.61	10,838	323,521	318,851	659	193,648	61	97,157	30	68	103
Buffalo	1,627.0	0.6417	2.62	12,925	1,086,045	986,689	2,240	378,053	38	491,759	50	76	76
Burlington - Plattsburgh	741.3	0.2923	2.73	13,204	594,518	552,104	1,102	161,298	29	344,050	62	91	84
Butte	127.9	0.0506	2.59	12,957	107,550	86,368	219	32,690	38	48,545	56	89	65
Casper - Riverton	108.6	0.0429	2.64	13,157	67,663	61,299	166	24,694	40	34,231	56	72	77
Cedar Rapids - Waterloo - Dubuque	807.4	0.3183	2.66	13,684	545,770	485,879	1,025	211,546	44	236,746	49	91	84
Charleston, S.C.	643.9	0.2539	2.86	11,855	428,365	411,585	697	173,489	42	194,704	47	93	96
Charleston - Huntington	1,264.0	0.4985	2.66	10,600	608,378	584,601	1,265	343,793	59	196,907	34	72	79
Charlotte	1,985.0	0.7829	2.64	13,403	1,266,916	1,239,711	2,389	651,525	53	463,720	37	94	99
Charlottesville	110.3	0.0435	2.66	15,428	95,133	93,660	162	40,958	44	41,641	44	87	99
Chattanooga	764.5	0.3017	2.63	12,054	426,252	421,158	871	245,632	58	147,853	35	86	86
Cheyenne - Scottsbluff (Sterling)	109.9	0.0433	2.58	13,688	85,636	78,171	146	33,069	42	41,344	53	104	85
Chicago	8,447.7	3.3306	2.78	17,240	6,790,085	6,335,345	10,122	2,376,964	38	3,222,139	51	123	111
Chico - Redding	437.2	0.1723	2.60	11,885	284,463	262,038	541	99,487	38	142,447	54	81	71
Cincinnati	2,030.8	0.8007	2.68	14,553	1,656,015	1,540,261	2,346	672,894	44	706,452	46	108	101
Clarksburg - Weston	266.7	0.1053	2.61	10,025	111,060	107,632	298	66,691	62	33,363	31	61	68
Cleveland	3,757.6	1.4815	2.63	14,246	2,664,206	2,453,285	4,498	1,099,092	45	1,147,063	47	97	92
Colorado Springs - Pueblo	649.4	0.2560	2.67	12,578	437,611	398,768	800	164,071	41	194,008	49	99	84
Columbia, S.C.	830.8	0.3274	2.84	12,031	537,597	523,805	891	249,547	48	198,510	38	100	97
Columbia - Jefferson City	362.6	0.1430	2.70	12,637	195,479	183,682	411	95,184	52	73,826	40	90	87

1991 ADI Report

ADI Name	12/31/91 Population (Thous.)	% of U.S.	Average Household Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Columbus, Ga.	504.8	0.1991	2.77	10,704	265,936	256,470	503	146,144	57	86,399	34	85	84
Columbus - Tupelo	474.5	0.1870	2.74	10,259	154,254	150,217	399	97,536	65	40,544	27	59	98
Columbus, Ohio	1,856.8	0.7319	2.66	14,199	1,449,256	1,340,325	2,132	670,597	50	556,982	42	126	103
Corpus Christi	507.3	0.2000	2.95	11,312	292,566	271,449	648	146,739	54	96,485	36	68	71
Dallas - Ft. Worth	4,769.6	1.8805	2.68	16,114	3,808,780	3,567,919	5,388	1,544,333	43	1,448,212	41	94	115
Davenport - Rock Island - Moline	781.8	0.3083	2.59	13,556	531,172	464,227	997	219,259	47	209,757	45	90	81
Dayton	1,337.3	0.5273	2.65	14,163	954,825	887,978	1,563	465,285	52	346,944	39	107	93
Denver	2,626.5	1.0358	2.54	16,070	2,364,453	2,184,055	3,736	759,325	35	1,160,527	53	105	95
Des Moines	957.2	0.3774	2.57	14,204	621,568	564,374	1,218	240,267	43	271,866	48	75	90
Detroit	4,689.5	1.8488	2.71	15,765	3,622,346	3,341,422	5,252	1,383,107	41	1,576,730	47	127	107
Dothan	240.2	0.0947	2.68	11,329	130,891	127,700	232	78,647	62	38,712	30	82	92
Duluth - Superior	431.8	0.1703	2.53	11,693	275,293	231,958	624	84,449	36	130,861	56	75	67
El Centro - Yuma	228.7	0.0902	3.23	9,638	115,228	105,745	229	40,791	39	60,151	57	73	81
El Paso	762.8	0.3008	3.26	9,664	392,739	352,487	700	163,473	46	144,355	41	85	93
Elmira	236.2	0.0931	2.68	12,350	122,761	110,873	269	38,071	34	58,798	53	62	79
Erie	410.4	0.1618	2.69	12,860	251,519	224,308	511	85,331	38	114,127	51	82	77
Eugene	444.5	0.1752	2.56	12,279	382,868	352,228	648	140,671	40	187,214	53	106	72
Eureka	149.4	0.0589	2.63	11,987	104,736	94,384	257	35,472	38	55,940	59	94	60
Evansville	687.4	0.2713	2.61	12,582	387,442	364,209	783	199,136	55	135,680	37	80	86
Fargo	571.2	0.2252	2.65	12,125	359,556	301,767	749	138,515	46	153,646	51	82	73
Flagstaff	100.9	0.0398	3.25	9,997	99,708	92,312	152	36,521	40	50,322	55	103	93
Flint - Saginaw - Bay City	1,236.8	0.4875	2.71	12,785	785,834	699,685	1,320	298,765	43	360,363	52	93	89
Florence - Myrtle Beach	422.4	0.1664	2.75	10,974	383,737	363,834	647	177,771	49	154,220	42	106	84
Ft. Myers - Naples	675.5	0.2663	2.42	16,254	576,426	555,391	827	183,072	33	330,887	60	98	93
Ft. Smith	502.1	0.1977	2.63	11,707	260,189	255,914	585	140,045	55	85,457	33	72	77
Ft. Wayne	639.5	0.2520	2.71	13,468	435,254	402,528	774	187,921	47	190,781	47	108	92
Fresno - Visalia	1,443.1	0.5688	3.14	11,210	835,337	786,891	1,406	343,470	44	392,292	50	93	89
Gainesville	234.5	0.0925	2.57	11,631	173,407	165,509	304	61,948	37	89,621	54	88	89
Grand Junction - Durango	159.2	0.0628	2.58	12,575	168,848	155,627	226	52,977	34	89,124	57	120	90
Grand Rapids - Kalamazoo - Battle Creek	1,726.9	0.6810	2.78	13,475	1,071,266	989,459	1,884	397,151	40	519,252	52	107	99
Great Falls	169.3	0.0668	2.67	12,249	116,222	89,654	259	34,871	39	49,288	55	79	67
Green Bay - Appleton	1,031.7	0.4066	2.68	13,256	747,397	643,784	1,271	237,829	37	365,867	57	97	89
Greensboro - Winston-Salem - High Point	1,351.4	0.5328	2.54	13,522	871,571	859,039	1,669	411,354	48	325,186	38	97	92
Greenville - New Bern - Washington	646.9	0.2552	2.83	11,224	349,011	335,857	627	184,602	55	124,044	37	82	87
Greenville - Spartanburg - Asheville	1,729.2	0.6818	2.60	12,283	1,026,363	1,010,221	1,979	536,998	53	380,482	38	83	90
Greenwood - Greenville	219.8	0.0867	3.08	8,428	75,659	75,303	191	48,475	64	20,539	27	59	80
Hagerstown	122.7	0.0483	2.71	12,378	67,311	60,710	140	25,581	42	27,435	45	70	93
Harrisburg - York - Lancaster - Lebanon	1,530.5	0.6036	2.68	15,122	972,765	890,770	1,718	334,828	38	486,175	55	80	111
Harrisonburg	229.7	0.0905	2.72	12,340	115,765	114,750	242	61,821	54	43,909	38	79	108
Hartford - New Haven	2,488.6	0.9812	2.66	18,222	2,056,367	1,937,619	3,261	624,264	32	1,078,563	56	109	103
Helena	48.2	0.0190	2.54	14,226	39,214	32,380	76	12,220	38	18,142	56	69	81
Houston	4,097.4	1.6157	2.80	15,585	2,830,332	2,658,192	4,179	1,126,626	42	1,144,666	43	81	124
Huntsville - Decatur - Florence	801.8	0.3160	2.62	13,009	440,908	428,518	863	275,856	64	119,413	28	86	96

For more information on Athens (Sectional) circle number 45 →

ADI Name	12/31/91 Population (Thous.)	% of U.S.	Average Household Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Idaho Falls - Pocatello	327.4	0.1292	3.03	11,762	167,452	152,821	401	67,929	44	76,981	50	73	85
Indianapolis	2,328.7	0.9180	2.63	14,179	1,817,292	1,703,846	2,918	906,226	53	611,051	36	128	95
Jackson, Miss.	815.9	0.3217	2.82	10,874	366,038	361,295	765	198,263	55	122,819	34	80	99
Jackson, Tenn.	161.3	0.0637	2.59	11,400	68,777	66,379	182	37,019	56	24,519	37	65	79
Jacksonville	1,263.6	0.4982	2.68	13,190	1,037,313	983,437	1,463	500,336	51	409,305	42	109	105
Johnstown - Altoona	764.8	0.3016	2.67	11,534	409,886	374,727	867	143,168	38	190,402	51	70	70
Jonesboro	210.7	0.0831	2.55	10,538	68,342	67,689	221	40,826	60	22,383	33	51	71
Joplin - Pittsburg	353.2	0.1392	2.53	11,075	196,022	188,954	515	95,611	51	73,163	39	83	60
Kansas City	2,008.3	0.7919	2.61	15,219	1,447,320	1,382,010	2,286	673,038	49	562,646	41	105	108
Knoxville	1,075.7	0.4238	2.59	11,951	681,902	665,989	1,168	336,395	51	284,690	43	96	92
La Crosse - Eau Claire	455.6	0.1794	2.70	11,987	343,941	288,603	577	105,863	37	165,207	57	106	80
Lafayette, Ind.	132.3	0.0521	2.86	13,374	108,715	99,540	273	51,794	52	38,976	39	129	91
Lafayette, La.	527.9	0.2080	2.85	10,556	276,560	265,748	452	139,592	53	90,755	34	57	94
Lake Charles	232.1	0.0916	2.85	11,966	114,641	111,167	186	55,485	50	39,734	36	58	111
Lansing	633.5	0.2498	2.77	13,916	423,743	382,807	692	168,109	44	191,042	50	118	106
Laredo	149.0	0.0587	3.84	7,319	70,650	69,551	111	32,374	47	27,411	39	60	86
Las Vegas	840.1	0.3313	2.59	14,696	704,968	602,978	809	251,298	42	266,154	44	92	443
Laurel - Hattiesburg	251.5	0.0991	2.77	9,824	103,251	101,424	247	65,474	65	27,308	27	68	78
Lexington	973.1	0.3838	2.68	11,695	585,512	569,651	1,002	321,637	56	196,832	35	89	96
Lima	110.6	0.0436	2.80	11,899	83,934	79,103	152	37,560	47	34,630	44	98	76
Lincoln - Hastings - Kearney	623.0	0.2452	2.56	13,570	382,101	334,066	860	154,114	46	157,497	47	89	76
Little Rock	1,193.8	0.4709	2.63	12,107	619,438	607,919	1,300	323,284	53	218,152	36	76	89
Los Angeles	13,838.1	5.4560	2.99	15,923	12,808,924	12,187,468	16,126	4,613,974	38	6,383,164	52	133	110
Louisville	1,445.0	0.5701	2.64	13,145	1,002,540	950,002	1,534	532,164	56	340,439	36	103	99
Lubbock	378.9	0.1493	2.80	11,825	258,443	239,406	518	117,381	49	91,802	38	85	67
Macon	509.6	0.2011	2.78	11,357	294,669	281,721	524	152,248	54	102,126	36	91	98
Madison	727.1	0.2866	2.61	14,729	596,190	515,305	967	189,517	37	297,366	58	109	96
Mankato	81.9	0.0322	2.70	11,718	57,194	48,703	105	18,202	37	27,982	57	61	73
Marquette	151.6	0.0598	2.66	10,998	89,207	75,924	205	30,416	40	41,808	55	76	59
McAllen - Brownsville	733.7	0.2893	3.67	7,311	280,859	263,222	567	122,704	47	103,663	39	60	74
Medford	356.6	0.1404	2.53	11,924	276,675	251,685	536	100,125	40	136,098	54	90	60
Memphis	1,641.2	0.6469	2.76	11,887	777,433	760,149	1,637	395,301	52	275,519	36	85	94
Meridian	180.4	0.0714	2.75	10,048	66,104	65,032	152	42,497	65	17,383	27	58	95
Miami - Ft. Lauderdale	3,367.3	1.3276	2.61	14,725	3,166,074	2,936,601	4,404	940,654	32	1,670,893	57	118	100
Milwaukee	2,080.1	0.8203	2.69	14,952	1,620,165	1,423,545	2,494	540,378	38	760,064	53	113	103
Minneapolis - St. Paul	3,718.2	1.4663	2.67	14,857	2,876,209	2,607,784	4,164	953,802	37	1,395,649	54	107	112
Minot - Bismarck - Dickinson - Glendive	365.4	0.1439	2.67	11,835	205,143	165,848	497	78,007	47	82,488	50	79	72
Missoula	192.8	0.0760	2.58	13,343	156,446	126,130	314	47,721	38	70,844	56	81	63
Mobile - Pensacola	1,122.4	0.4424	2.73	11,935	742,301	697,983	1,224	357,716	51	285,484	41	99	94
Monroe - El Dorado	478.3	0.1886	2.82	10,426	212,729	207,817	371	111,731	54	70,420	34	55	101
Montgomery - Selma	582.7	0.2298	2.78	11,065	294,472	285,439	538	181,284	64	80,980	28	82	98
Nashville	1,911.2	0.7536	2.64	13,267	1,250,819	1,225,344	2,045	628,588	51	503,273	41	104	107
New Orleans	1,676.0	0.6607	2.77	12,738	1,281,684	1,196,401	1,817	512,708	43	503,323	42	80	104
New York	18,758.4	7.3960	2.75	19,015	13,399,303	12,445,514	23,313	3,206,231	26	6,975,188	56	90	105
Norfolk - Portsmouth - Newport News - Hampton	1,691.1	0.6666	2.80	13,162	1,117,814	1,094,141	1,967	522,842	48	470,779	43	96	99
North Platte	44.9	0.0177	2.54	13,150	34,181	31,477	66	14,500	46	15,109	48	99	82

1991 ADI Report

ADI Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Market Sales ($000)	Fast Food Market Share (%)	Restaurant Market Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Odessa - Midland	377.2	0.1488	2.85	12,359	195,769	182,127	487	91,166	50	69,013	38	58	65
Oklahoma City	1,471.9	0.5802	2.60	12,165	954,620	927,445	2,094	446,143	48	338,866	37	95	68
Omaha	946.7	0.3728	2.64	14,481	671,487	591,190	1,227	262,615	44	278,229	47	98	89
Orlando - Daytona Beach - Melbourne	2,378.8	0.9378	2.55	14,009	2,207,011	2,094,650	2,853	757,127	36	1,156,332	55	118	122
Ottumwa - Kirksville	87.2	0.0343	2.57	10,895	34,369	32,638	94	17,005	52	14,021	43	63	70
Paducah - Cape Girardeau - Harrisburg - Marion	854.9	0.3370	2.55	11,209	421,055	399,799	983	232,808	58	144,032	36	77	70
Palm Springs	1,290.0	0.5087	2.92	14,218	885,742	848,562	1,147	377,358	44	438,472	52	104	113
Panama City	257.3	0.1014	2.65	11,282	217,099	198,866	315	76,446	38	106,926	54	92	76
Parkersburg	148.6	0.0587	2.58	12,455	88,935	85,181	172	50,917	60	27,164	32	83	88
Peoria - Bloomington	587.8	0.2317	2.66	14,626	403,632	374,206	746	171,586	46	160,529	43	99	91
Philadelphia	7,245.8	2.8569	2.72	16,948	4,871,855	4,411,641	8,292	1,488,472	34	2,342,390	53	80	131
Phoenix	2,727.3	1.0754	2.65	13,346	2,100,396	1,951,243	3,041	783,374	40	951,873	49	85	107
Pittsburgh	2,941.0	1.1595	2.55	13,964	1,750,748	1,592,791	3,406	613,241	39	798,732	50	79	86
Portland, Ore.	2,342.8	0.9236	2.60	14,309	2,197,487	2,002,692	3,100	762,013	38	1,075,812	54	119	90
Portland - Poland Spring	898.7	0.3544	2.60	14,258	853,290	823,238	1,423	289,494	35	479,179	58	101	82
Presque Isle	86.2	0.0339	2.76	10,782	43,055	40,017	90	14,371	36	23,018	58	56	81
Providence - New Bedford	1,535.7	0.6055	2.67	14,326	1,384,436	1,268,892	2,127	445,349	35	708,085	56	114	81
Quincy - Hannibal	275.2	0.1086	2.62	11,657	133,273	113,986	328	60,377	53	46,885	41	77	69
Raleigh - Durham	1,988.1	0.7836	2.67	13,206	1,583,238	1,554,092	2,183	778,604	50	617,765	40	124	105
Rapid City	238.3	0.0941	2.73	13,181	158,788	141,017	351	55,636	39	78,341	56	88	73
Reno	456.1	0.1798	2.58	15,212	363,024	326,023	572	134,900	41	154,757	47	88	243
Richmond	1,163.5	0.4589	2.64	14,575	680,851	670,908	1,304	316,371	47	275,240	41	81	107
Roanoke - Lynchburg	1,006.5	0.3969	2.60	11,885	538,284	532,294	1,136	254,109	48	224,207	42	79	97
Rochester, N.Y.	1,008.0	0.3975	2.68	15,331	675,576	630,262	1,205	244,947	39	311,472	49	73	106
Rochester - Mason City - Austin	349.9	0.1378	2.57	13,194	210,881	194,271	448	76,609	39	104,411	54	80	85
Rockford	414.9	0.1637	2.64	15,012	278,607	254,255	513	110,857	44	117,229	46	96	90
Sacramento - Stockton	3,204.1	1.2634	2.80	14,245	2,411,134	2,264,031	3,726	977,221	43	1,153,326	51	103	91
St. Joseph	119.2	0.0471	2.61	11,575	71,863	66,153	144	32,442	49	26,687	40	87	76
St. Louis	2,946.1	1.1616	2.65	15,008	2,179,392	2,028,103	3,507	976,791	48	765,618	38	108	102
Salinas - Monterey	640.4	0.2525	3.02	15,199	592,394	547,076	926	191,840	35	328,429	60	130	88
Salisbury	253.2	0.0999	2.63	12,664	320,671	306,659	486	125,020	41	161,775	53	156	69
Salt Lake City	1,906.0	0.7514	3.19	11,613	1,025,937	986,898	1,923	491,296	50	409,223	41	79	107
San Angelo	135.8	0.0536	2.75	12,194	77,675	74,070	172	35,889	48	28,630	39	85	62
San Antonio - Victoria	1,800.6	0.7098	2.90	11,846	1,297,291	1,213,219	2,024	589,948	49	472,298	39	92	87
San Diego	2,604.4	1.0268	2.83	15,681	2,335,486	2,206,415	3,058	853,084	39	1,182,102	54	132	112
San Francisco - Oakland - San Jose	5,971.5	2.3545	2.68	19,035	6,667,501	6,278,100	8,850	2,095,888	33	3,522,178	56	141	104
Santa Barbara - Santa Maria - San Luis Obispo	603.7	0.2381	2.80	16,059	602,871	575,193	899	197,841	34	353,626	61	118	83
Sarasota	287.8	0.1135	2.21	17,580	280,920	271,165	441	66,283	24	184,304	68	112	74
Savannah	663.0	0.2612	2.82	11,056	439,559	422,689	712	224,100	53	160,688	38	95	92
Seattle - Tacoma	3,640.0	1.4351	2.57	16,561	3,600,159	3,362,587	4,744	1,189,010	35	1,914,611	57	113	99
Shreveport - Texarkana	1,002.6	0.3953	2.70	11,305	453,207	442,761	897	236,765	53	161,123	36	96	91
Sioux City	412.3	0.1627	2.67	12,478	224,404	193,200	571	85,464	44	95,079	49	71	67
Sioux Falls - Mitchell	576.8	0.2273	2.63	13,193	352,765	304,813	813	115,879	38	172,740	57	85	74
South Bend - Elkhart	815.7	0.3217	2.72	13,248	558,449	518,689	1,057	258,737	50	215,073	41	107	80
Spokane	838.7	0.3308	2.60	12,514	620,307	558,531	1,063	237,438	43	285,648	51	79	80

1991 ADI Report

ADI Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Market Sales ($000)	Fast Food Market Share (%)	Restaurant Market Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Springfield, Mass.	678.9	0.2676	2.71	14,512	622,603	560,768	807	185,480	33	332,150	59	116	94
Springfield, Mo.	835.4	0.3294	2.58	11,248	421,126	403,598	1,064	211,209	52	160,257	40	80	69
Springfield - Decatur - Champaign	930.3	0.3667	2.61	14,148	666,657	600,927	1,170	276,662	46	267,869	45	111	88
Syracuse	964.6	0.3804	2.73	13,642	626,093	574,047	1,321	203,559	35	291,076	51	75	82
Tallahassee - Thomasville	541.8	0.2136	2.74	11,356	327,918	310,336	559	140,775	45	147,146	47	82	102
Tampa - St. Petersburg	2,998.4	1.1822	2.40	13,712	2,196,251	2,076,593	3,359	810,508	39	1,073,907	52	93	94
Terre Haute	411.2	0.1620	2.62	11,932	196,674	179,043	461	96,230	54	69,361	39	85	75
Toledo	1,103.8	0.4353	2.71	13,316	777,838	706,186	1,403	314,989	45	329,425	47	100	81
Topeka	418.4	0.1652	2.67	12,943	258,035	238,567	533	124,777	52	89,302	37	101	82
Traverse City - Cadillac	486.3	0.1919	2.66	11,297	341,759	294,825	759	118,440	40	161,532	55	75	59
Tucson	821.5	0.3238	2.60	11,970	520,465	478,498	952	203,946	43	233,299	49	86	86
Tulsa	1,157.5	0.4565	2.67	12,118	721,764	699,840	1,481	350,284	50	245,679	35	80	75
Tuscaloosa	153.4	0.0605	2.72	12,166	90,036	86,953	164	52,791	61	26,129	30	102	94
Twin Falls	98.8	0.0390	2.68	13,164	65,306	60,855	149	27,665	45	29,630	49	98	66
Tyler - Longview - Jacksonville	554.0	0.2183	2.67	12,279	334,599	322,931	614	163,937	51	121,166	38	76	71
Utica	377.4	0.1487	2.72	12,563	249,562	233,049	495	70,700	30	127,226	55	86	74

We Bathe Our Clams Three Times A Day.
After they're inspected, our clams are given a bath to remove shell and sand, then the meat is pre-blanched to separate any remaining material. But we don't stop there, our clams are washed two more times in their own juice. No clam product is absolutely free of sand or shell, but with three baths a day, we have the cleanest clams in town.
Eastern Seafood Products
For information circle number 40

ADI Name	12/31/91 Population (Thous.)	% of U.S.	Average House-hold Size	1991 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Waco - Temple - Bryan	716.3	0.2826	2.83	11,567	391,264	367,961	736	174,993	48	143,381	39	76	77
Washington, D.C.	4,852.3	1.9133	2.70	19,261	4,075,389	3,965,942	5,827	1,430,732	36	1,973,365	50	117	130
Watertown - Carthage	257.6	0.1016	2.94	10,953	146,793	132,241	313	51,360	39	69,278	52	69	66
Wausau - Rhinelander	441.8	0.1743	2.70	12,433	307,570	261,787	616	90,544	35	159,327	61	99	71
West Palm Beach - Ft. Pierce - Vero Beach	1,320.6	0.5208	2.39	18,022	1,169,367	1,109,530	1,604	339,046	31	695,662	63	106	96
Wheeling - Steubenville	399.6	0.1575	2.59	11,634	205,875	185,039	438	100,338	54	69,963	38	71	79
Wichita - Hutchinson	1,100.8	0.4341	2.59	13,686	744,636	714,012	1,567	360,210	50	275,020	39	93	79
Wichita Falls - Lawton	424.3	0.1675	2.70	11,289	239,315	227,857	517	114,814	50	83,507	37	92	70
Wilkes-Barre - Scranton	1,384.3	0.5455	2.62	12,728	767,514	713,767	1,746	285,548	40	359,985	50	70	76
Wilmington	392.0	0.1546	2.64	11,319	231,216	226,891	487	122,149	54	84,110	37	88	74
Yakima - Pasco - Richland - Kennewick	486.9	0.1919	2.78	11,992	350,388	320,108	545	119,731	37	180,628	56	81	91
Youngstown	717.3	0.2829	2.63	12,234	439,986	399,847	877	181,331	45	179,480	45	91	74
Zanesville	82.5	0.0326	2.66	11,468	61,879	58,073	98	29,774	51	24,363	42	101	77
Total U.S. ADIs	**251,920.6**	**99.3265**	**2.71**	**14,687**	**156,410,994**	**174,366,620**	**300,998**	**70,495,899**	**40**	**84,966,325**	**49**	**99**	**100**

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A complete line of water mixing units for your cleaning specifications
Strahman offers the finest quality hose stations for hot or cold water, mixing units for hot and cold water, and instant hot water makers (with special anti-steam burn safety feature). All Strahman units are ruggedly constructed and can be recessed, pedestal or wall mounted for ease of use. These easily-installed units come complete with 50' high-pressure hose, stainless steel hose rack and automatic heavy-duty, water-saver spray nozzle.
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MODEL M-156N Hose Station for Hot or Cold Water
MODEL M-358 Recessed Wall Mounted Hose Station for Hot or Cold Water
For more information, write or call:
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For information circle number 140

1991 Total Population

Metro Area	Pop. (000)	Rank
Los Angeles - Long Beach	14,877.1	1
New York	8,987.1	2
Chicago	6,179.9	3
Philadelphia	4,934.1	4
Detroit	4,382.0	5
Washington	3,923.6	6
Boston - Lawrence - Salem - Lowell - Brockton	3,662.8	7
Houston	3,094.8	8
Atlanta	2,918.8	9
Riverside - San Bernardino	2,871.1	10
Dallas	2,861.1	11
Nassau - Suffolk	2,732.1	12
San Diego	2,528.3	13
Minneapolis - St. Paul	2,387.1	14
Anaheim - Santa Ana	2,374.8	15
St. Louis	2,435.3	16
Baltimore	2,420.3	17
Phoenix	2,014.8	18
Oakland	1,937.1	19
Tampa - St. Petersburg - Clearwater	2,067.9	20
Pittsburgh	2,370.3	21
Seattle	1,972.1	22
Miami - Hialeah	1,899.4	23
Cleveland	1,831.9	24
Newark	1,823.6	25
Denver	1,703.8	26
San Francisco	1,601.2	27
Kansas City	1,566.3	28
Sacramento	1,481.8	29
San Jose	1,497.9	30
Cincinnati	1,817.7	31
Norfolk - Virginia Beach - Newport News	1,611.2	32
Milwaukee	1,607.2	33
Columbus, Ohio	1,432.1	34
Fort Worth - Arlington	1,438.1	35
San Antonio	1,504.3	36
Fort Lauderdale - Hollywood - Pompano Beach	1,340.1	37
Portland, Ore.	1,477.1	38
Bergen - Passaic	1,318.1	39
Indianapolis	1,411.1	40
New Orleans	1,281.1	41
Charlotte - Gastonia - Rock Hill	1,414.1	42
Orlando	1,344.1	43
Hartford - New Britain - Middletown - Bristol	1,136.4	44
Salt Lake City - Ogden	1,256.2	45
Middlesex - Somerset - Hunterdon	1,242.2	46
Nashville	1,176.1	47
Monmouth - Ocean	1,140.1	48
Rochester, N.Y.	1,108.3	49
Memphis	1,059.8	50
Oklahoma City	958.8	51
Buffalo	964.4	52
Greensboro - Winston-Salem - High Point	941.1	53
Dayton - Springfield	951.1	54
Louisville	964.4	55
Jacksonville, Fla.	843.5	56
West Palm Beach - Boca Raton - Delray Beach	908.8	57
Providence - Pawtucket - Woonsocket	908.2	58
Birmingham	911.1	59
Richmond - Petersburg	896.0	60
Albany - Schenectady - Troy	866.2	61
Honolulu	852.1	62
Bridgeport - Stamford - Norwalk - Danbury	827.3	63
Austin	813.4	64
Las Vegas	811.8	65
New Haven - Waterbury - Meriden	811.1	66
Raleigh - Durham	748.1	67
Scranton - Wilkes-Barre	734.5	68
Worcester - Fitchburg - Leominster	719.5	69
Tulsa	715.8	70
Fresno	708.8	71
Grand Rapids	727.6	72
Allentown - Bethlehem - Easton	704.1	73
Tucson	690.3	74
Oxnard - Ventura	668.3	75
Syracuse	662.7	76
Akron	661.1	77
Greenville - Spartanburg	655.8	78
Omaha	675.9	79
Toledo	619.2	80
El Paso	617.2	81
Knoxville	614.1	82
Springfield, Mass.	607.6	83
Tacoma	604.9	84
Gary - Hammond	603.0	85
Harrisburg - Lebanon - Carlisle	590.0	86
Wilmington, Del.	582.2	87
Bakersfield	582.5	88
Jersey City	548.9	89
Lake County, Ill.	537.1	90
Baton Rouge	530.0	91
Charleston, S.C.	524.3	92
Little Rock - North Little Rock	527.2	93
New Bedford - Fall River - Attleboro	514.4	94
Albuquerque	503.5	95
Stockton	501.1	96
Youngstown - Warren	493.2	97
Mobile	483.1	98
Vallejo - Fairfield - Napa	479.8	99
Wichita	464.4	100
Columbia, S.C.	462.3	101
Chattanooga	436.1	102
Johnson City - Kingsport - Bristol	438.0	103
Lancaster	437.6	104
Lansing - East Lansing	437.4	105
Flint	429.4	106
York	426.1	107
Melbourne - Titusville - Palm Bay	419.1	108
Lakeland - Winter Haven	419.1	109
Colorado Springs	414.1	110
Santa Rosa - Petaluma	404.1	111
Madison - Janesville - Beloit	404.1	112
Augusta	404.1	113
Des Moines	395.8	114
Jackson, Miss.	401.1	115
Daytona Beach - Ormond Beach	394.1	116
Salinas - Seaside - Monterey	387.4	117
Spokane	391.4	118
Portsmouth - Dover - Rochester	390.1	119
Brownsville - Harlingen - San Benito	388.1	120
Wichita Falls	377.8	121
Fort Myers - Cape Coral	377.1	122
Lexington - Fayette	373.6	123
Pensacola	373.6	124
Lorain - Elyria	371.1	125
Fort Pierce - Port St. Lucie	370.1	126
Canton - Massillon	367.1	127
Reading	361.8	128
Huntsville	361.1	129
Binghamton	361.1	130
Lancaster, Pa.	361.1	131
Lake Charles	361.1	132
Appleton - Oshkosh - Neenah	361.1	133
Orange County, N.Y.	361.1	134
Utica - Rome	361.1	135
Huntington - Ashland	361.1	136
Montgomery	361.1	137
Lafayette - Opelousas - Morgan City	361.1	138
Lubbock	361.1	139
Eugene - Springfield	361.1	140
Macon - Warner Robins	361.1	141
Fayetteville, N.C.	361.1	142
Erie	361.1	143
Lorain - Elyria	361.1	144
Saginaw - Bay City - Midland	361.1	145
Abilene	361.1	146
New London - Norwich	361.1	147
Johnstown	361.1	148
Charleston, W.Va.	361.1	149
South Bend - Mishawaka	361.1	150
Hartford	361.1	151
Springfield, Mo.	361.1	152
Waterloo	361.1	153
Portland, Me.	361.1	154
Columbus, Ga.	361.1	155
Tallahassee	361.1	156
Duluth	361.1	157
Santa Cruz	361.1	158
Anchorage	361.1	159
Boulder - Longmont	361.1	160
Lubbock	361.1	161
Kalamazoo	361.1	162
Hickory - Morganton	361.1	163
Roanoke	361.1	164
Niagara Falls	361.1	165
Bradenton	361.1	166
Lawrence - New City	361.1	167
Lincoln	361.1	168
Rockford	361.1	169
Lafayette, La.	361.1	170
Gainesville	361.1	171
Ocala	361.1	172
Bakersfield	361.1	173
Biloxi - Gulfport	361.1	174
Green Bay	361.1	175
Fort Collins - Loveland	361.1	176
St. Cloud	361.1	177
Brazoria	361.1	178
Yakima	361.1	179
Springfield, Ill.	361.1	180
Waco	361.1	181
Ohio	361.1	182
Amarillo	361.1	183
Merced	361.1	184
Beaver County, Pa.	361.1	185
Houma - Thibodaux	361.1	186
Port Huron	361.1	187
Asheville	361.1	188
Racine	361.1	189
Champaign - Urbana - Rantoul	361.1	190
Evansville - Henderson	361.1	191
Cedar Rapids	361.1	192
Lake Charles	361.1	193
Olympia	361.1	194
Naples	361.1	195
Longview - Marshall	361.1	196
Texas	361.1	197
Bryan - College Station	361.1	198
Pueblo	361.1	199
Bloomington - Normal	361.1	200
Florence, Ala.	361.1	201
Anderson, Ind.	361.1	202
Kenosha	361.1	203
Athens	361.1	204
Sioux Falls	361.1	205
Joplin	361.1	206
Iowa City	361.1	207
Sioux Falls	361.1	208
Mansfield	361.1	209
State College	361.1	210
Bryan - College Station	361.1	211
Pueblo	361.1	212
Bloomington, Ind.	361.1	213
Fayetteville, N.C.	361.1	214
Texarkana	361.1	215
Bryan - College Station	361.1	216
Muskegon	361.1	217
Athens	361.1	218
Sioux Falls	361.1	219
Wheeling	361.1	220
Redding	361.1	221
Fargo - Moorhead	361.1	222
Lima	361.1	223
Tyler	361.1	224
Jacksonville, N.C.	361.1	225
Sarasota	361.1	226
Richland - Kennewick - Pasco	361.1	227
Jackson, Mich.	361.1	228
Medford	361.1	229
Fort Walton Beach	361.1	230
Bangor	361.1	231
Parkersburg - Marietta	361.1	232
Anderson, S.C.	361.1	233
Johnson City - Cedar Falls	361.1	234
Monroe	361.1	235
Las Vegas	361.1	236
Lynchburg	361.1	237
Lewiston - Auburn	361.1	238
Muskegon - Norton	361.1	239
Huntington, W.	361.1	240
Eau Claire	361.1	241
Janesville - Beloit	361.1	242
Lowell	361.1	243
Portland - Muncie - Marion	361.1	244
Elkhart	361.1	245
Battle Creek	361.1	246
Yuba	361.1	247
Charlottesville	361.1	248
Greeley	361.1	249
Lorain	361.1	250
Bellingham	361.1	251
Lafayette - West Lafayette	361.1	252
Beaumont, La.	361.1	253
Panama City	361.1	254
Bloomington - Normal	361.1	255
Florence, Ala.	361.1	256
Anderson, Ind.	361.1	257
Kenosha	361.1	257
Athens	361.1	259
Sioux Falls	361.1	260
Iowa City	361.1	261
Sioux Falls	361.1	262
Mansfield	361.1	263
State College	361.1	264
Bryan - College Station	361.1	265
Pueblo	361.1	266
Bloomington, N.C.	361.1	267
Hagerstown	361.1	268
Quincy, Ill.	361.1	269
Santa Fe	361.1	270
Texarkana	361.1	271
Sioux Falls	361.1	272
Abilene	361.1	273
Anniston	361.1	274
Grand	361.1	275
Muncie	361.1	276
Odessa	361.1	277
Pueblo	361.1	278
Bangor	361.1	279
Fayetteville, Springdale	361.1	280
Florence, S.C.	361.1	281
Sioux City	361.1	282
Parkersburg	361.1	283
Decatur, Ill.	361.1	284
Columbia, Mo.	361.1	285
Billings	361.1	286
Yuma	361.1	287
Lawton, Okla.	361.1	288
Albany, Ga.	361.1	289
Bloomington, Ind.	361.1	290
Burlington, N.C.	361.1	291
Rochester, Minn.	361.1	292
Midland, Tex.	361.1	293
Danville, Va.	361.1	294
Lewiston - Auburn	361.1	295
Shreveport	361.1	296
Decatur, Ala.	361.1	297
Cumberland	361.1	298
San Angelo	361.1	299
Gadsden	361.1	300
La Crosse	361.1	301
Iowa City	361.1	302
Kankakee	361.1	303
Kokomo	361.1	304
Lima	361.1	305
Sherman - Denison	361.1	306
Owensboro	361.1	307
Dubuque	361.1	308
Pine Bluff	361.1	309
Lawrence, Kans.	361.1	310
Rapid City	361.1	311
Bismarck	361.1	312
St. Joseph	361.1	313
Jackson, Tenn.	361.1	314
Great Falls	361.1	315
Victoria	361.1	316
Cheyenne	361.1	317
Grand Forks	361.1	318
Casper	361.1	319
Enid	361.1	320
Total Above Areas	197,383.4	
Percent of U.S.	77.82%	
United States Total	253,679.1	

1991 Per Capita Effective Buying Income

Metro Area	Per Capita EBI	Rank
Bridgeport - Stamford - Norwalk - Danbury	25,198	1
Lake County, Ill.	23,367	2
Middlesex - Somerset - Hunterdon	22,572	3
Bergen - Passaic	22,200	4
San Francisco	20,843	5
Newark	20,805	6
Naples	20,670	7
Trenton	20,502	8
Washington	20,420	9
Nassau - Suffolk	20,216	10
Anchorage	19,885	11
San Jose	19,456	12
Monmouth - Ocean	19,422	13
Hartford - New Britain - Middletown - Bristol	19,020	14
West Palm Beach - Boca Raton - Delray Beach	19,017	15
Anaheim - Santa Ana	18,812	16
Boston - Lawrence - Salem - Lowell - Brockton	18,563	17
Seattle	18,563	17
Oakland	18,307	19
Manchester - Nashua	18,264	20
New Haven - Waterbury - Meriden	17,774	21
Boulder - Longmont	17,673	22
Sarasota	17,580	23
Chicago	17,464	24
New York	17,285	25
Philadelphia	17,255	26
Dallas	17,238	27
Poughkeepsie	17,229	28
Honolulu	17,171	29
Portsmouth - Dover - Rochester	17,153	30
Oxnard - Ventura	17,133	31
Aurora - Elgin	17,119	32
Denver	16,993	33
Fort Lauderdale - Hollywood - Pompano Beach	16,953	34
Santa Cruz	16,920	35
Ann Arbor	16,844	36
New London - Norwich	16,818	37
Santa Fe	16,816	38
Santa Rosa - Petaluma	16,813	39
Santa Barbara - Santa Maria - Lompoc	16,558	40
Sioux Falls	16,471	41
Minneapolis - St. Paul	16,436	42
Madison	16,428	43
Atlantic City	16,410	44
Springfield, Ill.	16,316	45
Wilmington, De.	16,312	46
Raleigh - Durham	16,261	47
Houston	16,201	48
Joliet	16,199	49
Atlanta	16,173	50
Kansas City	16,130	51
Des Moines	16,115	52
Portland, Me.	16,114	53
Fort Worth - Arlington	16,112	54
Huntsville	16,051	55
Cedar Rapids	16,006	56
Burlington, Vt.	15,989	57
Reno	15,988	58
Jersey City	15,930	59
Bloomington - Normal	15,922	60
Worcester - Fitchburg - Leominster	15,858	61
Fort Pierce	15,857	62
Baltimore	15,776	63
Midland, Tex.	15,760	64
Detroit	15,695	65
St. Louis	15,693	66
San Diego	15,681	67
Rochester, Minn.	15,677	68
Indianapolis	15,650	69
Austin	15,641	70
Harrisburg - Lebanon - Carlisle	15,613	71
Fort Myers - Cape Coral	15,598	72
Albany - Schenectady - Troy	15,592	73
Lincoln	15,559	74
Orange County, N.Y.	15,555	75
Iowa City	15,553	76
Rockford	15,549	77
Omaha	15,543	78
Allentown - Bethlehem - Easton	15,531	79
Los Angeles - Long Beach	15,503	80
Milwaukee	15,483	81
Richmond - Petersburg	15,457	82
Portland, Ore.	15,423	83
Sacramento	15,419	84
Cleveland	15,341	85
Rochester, N.Y.	15,331	86
Topeka	15,298	87
Wichita	15,297	88
Cincinnati	15,285	89
Pittsfield	15,238	90
Nashville	15,219	91
Columbus, Ohio	15,190	92
Reading	15,179	93
Boise	15,140	94
Melbourne - Titusville - Palm Bay	15,104	95
York	15,101	96
Rapid City	15,043	97
Lancaster	15,028	98
Lexington-Fayette	14,978	99
Pittsburgh	14,907	100
Vallejo - Fairfield - Napa	14,906	101
Charlottesville	14,904	102
Bremerton	14,864	103
Racine	14,778	104
Kalamazoo	14,763	105
Peoria	14,753	106
Orlando	14,724	107
Las Vegas	14,693	108
Olympia	14,686	109
Grand Rapids	14,676	110
Green Bay	14,640	111
Dayton - Springfield	14,590	112
Decatur, Ill.	14,554	113
Charlotte - Gastonia - Rock Hill	14,536	114
Springfield, Mass.	14,520	115
Vancouver	14,511	116
Bellingham	14,440	117
Fort Wayne	14,434	118
Lansing - East Lansing	14,430	119
Akron	14,409	120
Cheyenne	14,355	121
Casper	14,349	122
New Bedford - Fall River - Attleboro	14,342	123
Salinas - Seaside - Monterey	14,304	124
Champaign - Urbana - Rantoul	14,301	125
Bradenton	14,243	126
Louisville	14,242	127
Greensboro - Winston-Salem - High Point	14,218	128
Tampa - St. Petersburg - Clearwater	14,195	129
Syracuse	14,154	130
Flint	14,150	131
Hamilton - Middletown	14,148	132
Appleton - Oshkosh - Neenah	14,141	133
Providence - Pawtucket - Woonsocket	14,109	134
Roanoke	14,104	135
Tacoma	14,096	136
Davenport - Rock Island - Moline	14,094	137
Phoenix	14,055	138
Galveston - Texas City	14,046	139
Billings	14,027	140
Elkhart - Goshen	14,005	141
Fort Collins - Loveland	14,005	141
Kokomo	14,002	143
Jacksonville, Fla.	13,993	144
Wilmington, N.C.	13,987	145
Bismarck	13,935	146
Brazoria	13,888	147
Binghamton	13,885	148
Baton Rouge	13,883	149
Albuquerque	13,860	150
Little Rock - North Little Rock	13,845	151
Colorado Springs	13,825	152
Birmingham	13,822	153
Fargo - Moorhead	13,768	154
Buffalo	13,750	155
Toledo	13,750	155
Sheboygan	13,711	157
Glens Falls	13,698	158
Janesville - Beloit	13,653	159
South Bend - Mishawaka	13,650	160
Riverside - San Bernardino	13,647	161
Columbia, Mo.	13,641	162
Columbia, S.C.	13,629	163
Knoxville	13,625	164
Evansville	13,606	165
Memphis	13,590	166
Burlington, N.C.	13,575	167
New Orleans	13,559	168
Richland - Kennewick - Pasco	13,556	169
Decatur, Ala.	13,507	170
Vineland - Millville - Bridgeton	13,476	171
Norfolk - Virginia Beach - Newport News	13,439	172
Spokane	13,436	173
Tyler	13,416	174
Wausau	13,376	175
Lafayette - West Lafayette	13,374	176
Charleston, W.Va.	13,365	177
Amarillo	13,361	178
Asheville	13,357	179
Sioux City	13,292	180
Niagara Falls	13,282	181
Tulsa	13,258	182
Canton	13,246	183
Erie	13,240	184
Greenville - Spartanburg	13,219	185
Great Falls	13,220	186
Benton Harbor	13,199	187
Dubuque	13,198	188
Scranton - Wilkes-Barre	13,160	189
Battle Creek	13,153	190
Miami - Hialeah	13,149	191
Saginaw - Bay City - Midland	13,138	192
Tallahassee	13,106	193
Kankakee	13,096	194
Daytona Beach	13,086	195
Fort Walton Beach	13,077	196
Waterloo - Cedar Falls	13,073	197
Springfield, Mo.	13,055	198
Gary - Hammond	13,049	199
Mansfield	13,049	199
Jackson, Mich.	13,047	201
Lewiston - Auburn	13,038	202
Jackson, Miss.	13,025	203
Montgomery	13,024	204
Oklahoma City	12,996	205
Grand Forks	12,939	206
Sherman - Denison	12,859	207
Lawrence, Kans.	12,858	208
Eugene - Springfield	12,822	209
Shreveport	12,814	210
Chattanooga	12,791	211
Kenosha	12,790	212
La Crosse	12,752	213
Elmira	12,749	214
Victoria	12,739	215
Hickory - Morganton	12,731	216
Bangor	12,720	217
Muncie	12,699	218
San Angelo	12,681	219
Salem, Ore.	12,675	220
Abilene	12,673	221
Owensboro	12,665	222
Modesto	12,662	223
Williamsport	12,629	224
Beaumont - Port Arthur	12,622	225
Lubbock	12,599	226
State College	12,595	227
Lake Charles	12,589	228
Macon - Warner Robins	12,584	229
Longview - Marshall	12,564	230
Utica - Rome	12,560	231
Stockton	12,546	232
Medford	12,522	233
Jackson, Tenn.	12,465	234
Parkersburg - Marietta	12,456	235
Beaver County, Pa.	12,444	236
Salt Lake City - Ogden	12,423	237
Pensacola	12,411	238
Wichita Falls	12,397	239
San Antonio	12,386	240
Hagerstown	12,378	241
Eau Claire	12,377	242
Sharon	12,375	243
Savannah	12,374	244
Charleston, S.C.	12,370	245
Youngstown - Warren	12,346	246
Anderson, Ind.	12,341	247
Waco	12,314	248
Redding	12,302	249
Fayetteville - Springdale	12,287	250
Tucson	12,286	251
Panama City	12,259	252
Dothan	12,257	253
Terre Haute	12,247	254
Lafayette, La.	12,246	255
Lorain - Elyria	12,218	256
Lima	12,215	257
Steubenville - Weirton	12,182	258
Altoona	12,181	259
Bakersfield	12,180	260
Lakeland - Winter Haven	12,178	261
Tuscaloosa	12,166	262
St. Joseph	12,109	263
Gainesville	12,107	264
Duluth	12,101	265
Augusta	12,091	266
Chico	12,063	267
Anderson, S.C.	12,036	268
Greeley	12,019	269
Bloomington, Ind.	12,015	270
Texarkana	11,972	271
Corpus Christi	11,950	272
Johnson City - Kingsport - Bristol	11,934	273
St. Cloud	11,917	274
Mobile	11,892	275
Florence, Ala.	11,891	276
Muskegon	11,881	277
Lynchburg	11,776	278
Fresno	11,730	279
Wheeling	11,720	280
Odessa	11,718	281
Killeen - Temple	11,655	282
Fort Smith	11,645	283
Joplin	11,611	284
Ocala	11,607	285
Mirange	11,581	286
Bryan - College Station	11,410	287
Yuba City	11,404	288
Athens	11,402	289
Alexandria, La.	11,374	290
Enid	11,347	291
Anniston	11,346	292
Huntington - Ashland	11,334	293
Danville, Va.	11,305	294
Florence, S.C.	11,294	295
Jacksonville, N.C.	11,260	296
Clarksville - Hopkinsville	11,212	297
Columbus, Ga.	11,164	298
Fayetteville, N.C.	11,149	299
Pascagoula	11,106	300
Yakima	11,101	301
Johnstown	11,059	302
Biloxi - Gulfport	10,986	303
Gadsden	10,928	304
Lawton	10,911	305
Houma - Thibodaux	10,841	306
Pueblo	10,749	307
Cumberland	10,713	308
Visalia - Tulare - Portervile	10,680	309
Merced	10,605	310
Pine Bluff	10,539	311
Albany, Ga.	10,389	312
Yuma	10,003	313
Jamestown - Dunkirk	9,952	314
El Paso	9,701	315
Provo - Orem	9,618	316
Las Cruces	9,539	317
Brownsville - Harlingen	7,698	318
McAllen - Edinburg - Mission	7,382	319
Laredo	7,305	320
Total Above Areas	15,822	
United States Total	14,702	

1991 Eating Place Sales

Metro Area	Sales ($000)	Rank
Los Angeles - Long Beach	8,110,289	1
New York	5,832,847	2
Chicago	4,935,123	3
Boston - Lawrence - Salem - Lowell - Brockton	4,148,732	4
Washington	3,519,620	5
Detroit	3,075,623	6
Philadelphia	2,805,095	7
Atlanta	2,615,941	8
Anaheim - Santa Ana	2,596,666	9
San Francisco	2,448,101	10
Dallas	2,350,212	11
Houston	2,265,149	12
Seattle	2,210,962	13
San Diego	2,206,415	14
Minneapolis - St. Paul	2,048,634	15
St. Louis	1,855,483	16
Oakland	1,838,152	17
Nassau - Suffolk	1,800,426	18
Riverside - San Bernardino	1,786,874	19
Phoenix	1,733,726	20
Baltimore	1,589,540	21
Tampa - St. Petersburg - Clearwater	1,581,354	22
Miami - Hialeah	1,561,813	23
Honolulu	1,507,618	24
San Jose	1,459,583	25
Denver	1,387,938	26
Sacramento	1,287,411	27
Cincinnati	1,286,873	28
Cleveland	1,248,981	29
Portland, Ore.	1,242,604	30
Fort Lauderdale - Hollywood - Pompano Beach	1,231,924	31
Orlando	1,231,637	32
Pittsburgh	1,224,177	33
Kansas City	1,193,736	34
Columbus, Ohio	1,156,231	35
Newark	1,139,616	36
Indianapolis	1,102,949	37
Milwaukee	1,057,040	38
San Antonio	1,040,092	39
New Orleans	1,014,547	40
Raleigh - Durham	984,683	41
Norfolk - Virginia Beach - Newport News	969,908	42
Hartford - New Britain - Middletown - Bristol	924,410	43
Bergen - Passaic	923,061	44
Fort Worth - Arlington	913,040	45
Nashville	879,394	46
West Palm Beach - Boca Raton - Delray Beach	847,409	47
Charlotte - Gastonia - Rock Hill	841,268	48
Jacksonville, Fla.	798,520	49
Louisville	741,228	50
Oklahoma City	718,239	51
Austin	694,492	52
Dayton - Springfield	692,534	53
Greensboro - Winston-Salem - High Point	688,500	54
Bridgeport - Stamford - Norwalk - Danbury	683,539	55
Providence - Pawtucket - Woonsocket	681,247	56
Middlesex - Somerset - Hunterdon	679,666	57
Salt Lake City - Ogden	673,282	58
New Haven - Waterbury - Meriden	662,544	59
Buffalo	661,924	60
Monmouth - Ocean	640,666	61
Rochester, N.Y.	630,262	62
Las Vegas	597,278	63
Richmond - Petersburg	592,208	64
Albany - Schenectady - Troy	584,805	65
Birmingham	578,918	66
Worcester - Fitchburg - Leominster	567,774	67
Memphis	565,705	68
Oxnard - Ventura	517,943	69
Tulsa	517,371	70
Springfield, Mass.	516,110	71
Knoxville	484,476	72
Fresno	478,217	73
Akron	473,485	74
Greenville - Spartanburg	459,909	75
Omaha	459,053	76
Grand Rapids	458,625	77
New Bedford - Fall River - Attleboro	457,270	78
Toledo	456,891	79
Tacoma	454,222	80
Tucson	434,202	81
Scranton - Wilkes-Barre	430,472	82
Albuquerque	426,901	83
Syracuse	424,313	84
Lake County, Ill.	412,243	85
Allentown - Bethlehem - Easton	396,915	86
Santa Barbara - Santa Maria - Lompoc	389,086	87
Columbia, S.C.	387,523	88
Anchorage	383,503	89
Wichita	376,504	90
Wilmington, Del.	364,741	91
Atlantic City	363,890	92
Harrisburg - Lebanon - Carlisle	359,980	93
Bakersfield	358,350	94
Gary - Hammond	354,537	95
Charleston, S.C.	347,569	96
Little Rock - North Little Rock	343,966	97
Portsmouth - Dover - Rochester	338,798	98
Spokane	332,887	99
Stockton	332,314	100
Santa Rosa - Petaluma	326,123	101
Lexington-Fayette	322,731	102
Salinas - Seaside - Monterey	318,220	103
Fort Myers - Cape Coral	317,266	104
Vallejo - Fairfield - Napa	316,567	105
Des Moines	315,060	106
Daytona Beach	313,012	107
Manchester - Nashua	304,947	108
Madison	299,427	109
Melbourne - Titusville - Palm Bay	294,490	110
Youngstown - Warren	293,568	111
Lansing - East Lansing	291,415	112
Baton Rouge	289,460	113
Portland, Me.	289,130	114
El Paso	289,084	115
Mobile	286,144	116
Lancaster	280,127	117
Augusta	277,784	118
Colorado Springs	273,122	119
Fort Wayne	271,845	120
Sarasota	271,165	121
Chattanooga	271,080	122
Saginaw - Bay City - Midland	269,125	123
Ann Arbor	265,799	124
Canton	260,966	125
Davenport - Rock Island - Moline	256,923	126
Jackson, Miss.	251,714	127
Flint	249,197	128
Modesto	242,168	129
Jersey City	241,553	130
Johnson City - Kingsport - Bristol	235,871	131
Eugene - Springfield	235,165	132
Pensacola	233,513	133
Lakeland - Winter Haven	229,935	134
Aurora - Elgin	226,410	135
York	225,787	136
Reading	218,219	137
Shreveport	216,304	138
Peoria	215,901	139
Beaumont - Port Arthur	214,503	140
Evansville	212,332	141
Santa Cruz	210,646	142
Boulder - Longmont	209,933	143
Trenton	209,350	144
Corpus Christi	207,846	145
Macon - Warner Robins	203,919	146
Appleton - Oshkosh - Neenah	202,932	147
Salem, Ore.	201,339	148
Rockford	201,023	149
Montgomery	200,450	150
New London - Norwich	196,264	151
Savannah	190,716	152
Reno	189,881	153
South Bend - Mishawaka	189,435	154
Lubbock	186,255	155
Tallahassee	185,492	156
Joliet	185,239	157
Utica - Rome	182,317	158
Bradenton	181,447	159
Fort Pierce	178,732	160
Huntsville	177,481	161
Roanoke	177,262	162
Kalamazoo	173,923	163
Lafayette, La.	171,503	164
Springfield, Mo.	170,988	165
Orange County, N.Y.	170,417	166
Charleston, W.Va.	167,112	167
Amarillo	165,333	168
Poughkeepsie	164,825	169
Hamilton - Middletown	164,009	170
Huntington - Ashland	163,495	171
Naples	163,166	172
Erie	163,121	173
Galveston - Texas City	163,028	174
Columbus, Ga.	162,713	175
Gainesville	162,093	176
Boise	159,729	177
Fayetteville, N.C.	159,244	178
Panama City	155,292	179
Lincoln	153,840	180
Champaign - Urbana - Rantoul	152,727	181
Binghamton	151,222	182
Vancouver	150,825	183
Burlington, Vt.	148,658	184
Asheville	145,162	185
Fort Collins - Loveland	144,318	186
Pittsfield	143,262	187
Green Bay	143,019	188
Fort Walton Beach	140,680	189
Cedar Rapids	140,460	190
Hickory - Morganton	139,731	191
Ocala	136,895	192
McAllen - Edinburg - Mission	134,598	193
Lorain - Elyria	134,233	194
Wilmington, N.C.	129,748	195
Duluth	129,423	196
Waco	128,605	197
Topeka	127,919	198
Visalia - Tulare - Portervile	127,702	199
Biloxi - Gulfport	127,664	200
Niagara Falls	126,534	201
Fort Smith	124,921	202
Medford	124,496	203
Springfield, Ill.	124,431	204
Yakima	122,635	205
Benton Harbor	122,532	206
Killeen - Temple	121,132	207
Brownsville - Harlingen	119,154	208
Tyler	118,428	209
Santa Fe	117,505	210
Chico	114,924	211
Bloomington - Normal	114,400	212
Fargo - Moorhead	114,248	213
Monroe	114,206	214
Olympia	112,921	215
Wichita Falls	108,832	216
Bellingham	107,540	217
Lima	106,195	218
Richland - Kennewick - Pasco	106,166	219
Athens	105,249	220
Sioux Falls	104,843	221
Bremerton	104,825	222
Longview - Marshall	103,320	223
Elkhart - Goshen	102,467	224
Bangor	101,919	225
St. Cloud	101,352	226
Muskegon	101,330	227
Redding	100,370	228
Lafayette - West Lafayette	99,640	229
Johnstown	99,509	230
Billings	99,116	231
Charlottesville	98,507	232
Eau Claire	95,510	233
Battle Creek	93,783	234
Dothan	93,102	235
Lake Charles	92,724	236
Racine	92,510	237
Houma - Thibodaux	92,316	238
Lynchburg	91,567	239
Wheeling	91,298	240
Clarksville - Hopkinsville	90,606	241
La Crosse	90,524	242
Provo - Orem	89,613	243
Joplin	89,526	244
Terre Haute	89,231	245
Decatur, Ill.	89,080	246
Bloomington, Ind.	88,802	247
Janesville - Beloit	88,706	248
State College	87,906	249
Brazoria	87,028	250
Tuscaloosa	86,953	251
Waterloo - Cedar Falls	86,587	252
Parkersburg - Marietta	85,181	253
Glens Falls	84,240	254
Mansfield	83,996	255
Jacksonville, N.C.	81,788	256
Rochester, Minn.	81,324	257
Abilene	81,120	258
Anderson, S.C.	80,943	259
Sioux City	80,034	260
Pueblo	79,393	261
Jackson, Mich.	78,646	262
Bryan - College Station	77,993	263
Lewiston - Auburn	77,678	264
Muncie	77,387	265
Iowa City	77,133	266
Merced	76,107	267
Altoona	75,462	268
Anderson, Ind.	75,401	269
Columbia, Mo.	75,400	270
Kenosha	73,815	271
Florence, Ala.	73,585	272
Kokomo	73,481	273
Beaver County, Pa.	72,516	274
Anniston	71,412	275
Alexandria, La.	70,636	276
Albany, Ga.	69,020	277
Odessa	68,730	278
Texarkana	68,620	279
Rapid City	68,359	280
Wausau	68,262	281
Laredo	67,429	282
Florence, S.C.	66,721	283
Burlington, N.C.	65,260	284
Fayetteville - Springdale	64,345	285
Greeley	64,109	286
Dubuque	63,941	287
Lawrence, Kans.	63,924	288
Jamestown - Dunkirk	62,714	289
Las Cruces	61,573	290
San Angelo	61,321	291
Hagerstown	60,710	292
Steubenville - Weirton	60,180	293
Cumberland	59,159	294
Midland, Tex.	53,378	295
Sheboygan	58,213	296
Cheyenne	57,170	297
Great Falls	56,907	298
Williamsport	56,659	299
Sharon	56,512	300
Decatur, Ala.	56,436	301
Bismarck	56,169	302
Vineland - Millville - Bridgeton	55,872	303
Pascagoula	54,777	304
Yuba City	54,750	305
Yuma	52,995	306
St. Joseph	52,916	307
Owensboro	52,556	308
Elmira	52,096	309
Danville, Va.	51,860	310
Lawton	51,843	311
Sherman - Denison	51,315	312
Gadsden	50,390	313
Kankakee	47,746	314
Grand Forks	47,367	315
Victoria	44,617	316
Jackson, Tenn.	43,196	317
Casper	41,212	318
Pine Bluff	40,653	319
Enid	32,353	320
Total Above Areas	149,964,394	
Percent of U.S.	84.7597	
United States Total	176,928,806	

1991 Eating Place Units

Metro Area	Units	Rank
Los Angeles - Long Beach	10,593	1
New York	10,443	2
Chicago	7,422	3
Boston - Lawrence - Salem - Lowell - Brockton	5,236	4
Philadelphia	5,224	5
Washington	4,946	6
Detroit	4,890	7
Atlanta	4,036	8
Nassau - Suffolk	3,945	9
Houston	3,851	10
Anaheim - Santa Ana	3,393	11
San Francisco	3,324	12
Dallas	3,196	13
St. Louis	3,058	14
San Diego	3,058	14
Seattle	2,841	16
Minneapolis - St. Paul	2,752	17
Oakland	2,718	18
Baltimore	2,645	19
Tampa - St. Petersburg - Clearwater	2,508	20
Riverside - San Bernardino	2,493	21
Phoenix	2,481	22
Pittsburgh	2,458	23
Miami - Hialeah	2,367	24
Cleveland	2,161	25
Newark	2,156	26
Denver	2,115	27
Sacramento	1,909	28
San Jose	1,869	29
Kansas City	1,850	30
Fort Lauderdale - Hollywood - Pompano Beach	1,842	31
Cincinnati	1,789	32
Portland, Ore.	1,710	33
Milwaukee	1,703	34
Columbus, Ohio	1,687	35
Norfolk - Virginia Beach - Newport News	1,678	36
Indianapolis	1,661	37
Bergen - Passaic	1,636	38
San Antonio	1,557	39
Hartford - New Britain - Middletown - Bristol	1,523	40
Charlotte - Gastonia - Rock Hill	1,490	41
Oklahoma City	1,486	42
Fort Worth - Arlington	1,477	43
New Orleans	1,454	44
Orlando	1,433	45
Buffalo	1,347	46
Monmouth - Ocean	1,304	47
Greensboro - Winston-Salem - High Point	1,254	48
Providence - Pawtucket - Woonsocket	1,243	49
Nashville	1,233	50
Albany - Schenectady - Troy	1,210	51
Honolulu	1,209	52
Rochester, N.Y.	1,205	53
Middlesex - Somerset - Hunterdon	1,186	54
West Palm Beach - Boca Raton - Delray Beach	1,167	55
Jacksonville, Fla.	1,164	56
Bridgeport - Stamford - Norwalk - Danbury	1,154	57
Dayton - Springfield	1,122	58
Salt Lake City - Ogden	1,122	58
Louisville	1,101	60
Richmond - Petersburg	1,092	61
Memphis	1,070	62
Austin	1,041	63
New Haven - Waterbury - Meriden	1,036	64
Raleigh - Durham	1,018	65
Scranton - Wilkes-Barre	995	66
Tulsa	994	67
Birmingham	967	68
Syracuse	910	69
Worcester - Fitchburg - Leominster	844	70
Allentown - Bethlehem - Easton	843	71
Tucson	802	72
Greenville - Spartanburg	792	73
Akron	788	74
Las Vegas	788	74
Knoxville	784	76
Toledo	782	77
Omaha	774	78
Oxnard - Ventura	748	79
Fresno	742	80
Grand Rapids	736	81
Atlantic City	726	82
Harrisburg - Lebanon - Carlisle	721	83
Springfield, Mass.	720	84
Gary - Hammond	706	85
Albuquerque	680	86
Wichita	669	87
Lake County, Ill.	657	88
New Bedford - Fall River - Attleboro	650	89
Little Rock - North Little Rock	629	90
Wilmington, Del.	616	91
Tacoma	615	92
Youngstown - Warren	591	93
Columbia, S.C.	586	94
Bakersfield	582	95
Charleston, S.C.	572	96
Jersey City	567	97
El Paso	554	98
Santa Barbara - Santa Maria - Lompoc	549	99
Chattanooga	547	100
Des Moines	523	101
Stockton	522	102
Canton	517	103
Santa Rosa - Petaluma	509	104
Mobile	506	105
Baton Rouge	505	106
Madison	503	107
Daytona Beach	502	108
Colorado Springs	501	109
Melbourne - Titusville - Palm Bay	497	110
Salinas - Seaside - Monterey	493	111
Lansing - East Lansing	489	112
Flint	486	113
Vallejo - Fairfield - Napa	467	114
Portsmouth - Dover - Rochester	481	115
Fort Wayne	475	116
Lexington-Fayette	475	116
York	470	118
Fort Myers - Cape Coral	466	119
Corpus Christi	460	120
Spokane	460	120
Lancaster	459	122
Jackson, Miss.	457	123
Davenport - Rock Island - Moline	443	124
Manchester - Nashua	442	125
Sarasota	441	126
Aurora - Elgin	440	127
Trenton	430	128
Augusta	428	129
Johnson City - Kingsport - Bristol	427	130
Reading	426	131
Peoria	424	132
Saginaw - Bay City - Midland	415	133
Eugene - Springfield	414	134
Orange County, N.Y.	410	135
Portland, Me.	408	136
Utica - Rome	408	136
Lakeland - Winter Haven	406	138
Santa Cruz	389	139
Pensacola	385	140
Evansville	382	141
Modesto	377	142
Joliet	376	143
Appleton - Oshkosh - Neenah	368	144
Rockford	363	145
Ann Arbor	362	146
Boulder - Longmont	361	147
Beaumont - Port Arthur	358	148
Salem, Ore.	356	149
Poughkeepsie	349	150
New London - Norwich	348	151
South Bend - Mishawaka	347	152
Niagara Falls	338	153
Shreveport	337	154
Huntington - Ashland	336	155
Macon - Warner Robins	335	156
Erie	334	157
Roanoke	334	157
Anchorage	333	159
Charleston, W.Va.	333	159
Lubbock	321	161
Springfield, Mo.	320	162
Visalia - Tulare - Porterville	318	163
Reno	316	164
Montgomery	314	165
Duluth	313	166
Fort Pierce	305	167
Hickory - Morganton	304	168
Savannah	303	169
Binghamton	302	170
Lorain - Elyria	302	170
Huntsville	300	172
McAllen - Edinburg - Mission	300	172
Boise	287	174
Amarillo	286	175
Kalamazoo	282	176
Columbus, Ga.	281	177
Lincoln	280	178
Fayetteville, N.C.	278	179
Hamilton - Middletown	274	180
Springfield, Ill.	274	180
Tallahassee	272	182
Gainesville	269	183
Johnstown	264	184
Galveston - Texas City	248	185
Asheville	247	186
Vancouver	245	187
Pittsfield	244	188
Fort Smith	243	189
Killeen - Temple	241	190
Glens Falls	239	191
Topeka	239	191
Fort Collins - Loveland	238	193
Brownsville - Harlingen	236	194
Fort Walton Beach	235	195
Naples	235	195
Green Bay	233	197
Waco	233	197
Lafayette, La.	231	199
Biloxi - Gulfport	230	200
Champaign - Urbana - Rantoul	228	201
Cedar Rapids	227	202
Longview - Marshall	226	203
Chico	224	204
Bradenton	222	205
Lima	220	206
Medford	219	207
Wilmington, N.C.	217	208
Panama City	215	209
Benton Harbor	214	210
Racine	212	211
Elkhart - Goshen	210	212
Burlington, Vt.	207	213
Redding	206	214
Ocala	202	215
Fargo - Moorhead	199	216
Olympia	197	217
Provo - Orem	196	218
Yakima	195	219
Muskegon	194	220
St. Cloud	193	221
Bellingham	188	222
Bloomington - Normal	188	222
Billings	187	224
Jamestown - Dunkirk	185	225
Joplin	184	226
Waterloo - Cedar Falls	184	226
Clarksville - Hopkinsville	183	228
Athens	182	229
Battle Creek	182	229
Eau Claire	182	229
Wheeling	181	232
Bremerton	180	233
Wichita Falls	179	234
Santa Fe	178	235
Bangor	177	236
Beaver County, Pa.	177	236
Charlottesville	177	236
Sioux Falls	177	236
Brazoria	174	240
Lafayette - West Lafayette	173	241
Parkersburg - Marietta	172	242
Janesville - Beloit	169	243
Lynchburg	169	243
Mansfield	168	245
Richland - Kennewick - Pasco	168	245
Monroe	167	247
Abilene	165	248
Tyler	165	248
Tuscaloosa	164	250
Houma - Thibodaux	163	251
Altoona	162	252
Jackson, Mich.	162	252
Terre Haute	162	252
Anderson, S.C.	158	255
Odessa	158	255
Dothan	157	257
Bloomington, Ind.	156	258
Pueblo	156	258
State College	155	260
Merced	153	261
Sharon	153	261
Burlington, N.C.	148	263
Fayetteville - Springdale	148	263
Steubenville - Weirton	148	263
Florence, Ala.	147	266
Sioux City	146	267
Lake Charles	145	268
Williamsport	145	268
Kenosha	144	270
Kokomo	144	270
Anderson, Ind.	143	272
Las Cruces	142	273
Decatur, Ill.	141	274
Cumberland	140	275
Hagerstown	140	275
La Crosse	140	275
Bryan - College Station	138	278
Muncie	136	279
Columbia, Mo.	135	280
Vineland - Millville - Bridgeton	135	280
Wausau	135	280
Rochester, Minn.	134	283
Alexandria, La.	132	284
Texarkana	132	284
Greeley	131	286
Albany, Ga.	130	287
Rapid City	128	288
Florence, S.C.	127	289
Midland, Tex.	127	289
Dubuque	126	291
Lewiston - Auburn	124	292
Yuba City	123	293
Decatur, Ala.	119	294
Lawton	119	294
Jacksonville, N.C.	118	296
San Angelo	116	296
Sherman - Denison	116	296
Pascagoula	117	299
Danville, Va.	116	300
Great Falls	115	301
Elmira	114	302
Yuma	114	302
Iowa City	113	304
Sheboygan	110	305
Owensboro	109	306
Gadsden	108	307
Anniston	107	308
Kankakee	106	309
St. Joseph	106	309
Laredo	104	311
Bismarck	100	312
Cheyenne	94	313
Victoria	94	313
Enid	93	315
Casper	92	316
Lawrence, Kans.	90	317
Jackson, Tenn.	89	318
Pine Bluff	88	319
Grand Forks	82	320
Total Above Areas	238,831	
Percent of U.S.	78.7257	
United States Total	303,371	

1991 Fast Food Sales

Metro Area	Sales ($000)	Rank
Los Angeles - Long Beach	2,923,305	1
Chicago	1,765,842	2
New York	1,317,965	3
Detroit	1,272,441	4
Atlanta	1,206,900	5
Washington	1,205,821	6
Boston - Lawrence - Salem - Lowell - Brockton	1,104,659	7
Anaheim - Santa Ana	984,578	8
Dallas	943,812	9
Houston	907,054	10
Philadelphia	917,077	11
St. Louis	892,752	12
Riverside - San Bernardino	856,202	13
San Diego	853,094	14
Seattle	759,048	15
Minneapolis - St. Paul	750,727	16
Oakland	714,497	17
Phoenix	697,311	18
Baltimore	664,744	19
San Francisco	620,664	20
Tampa - St. Petersburg - Clearwater	594,612	21
Indianapolis	584,842	22
Columbus, Ohio	575,386	23
Kansas City	572,106	24
San Jose	557,397	25
Sacramento	556,000	26
Cincinnati	545,063	27
Honolulu	538,941	28
Cleveland	531,156	29
Miami - Hialeah	504,299	30
San Antonio	493,721	31
Denver	476,189	32
Raleigh - Durham	466,832	33
Portland, Ore.	460,506	34
Nassau - Suffolk	460,389	35
Norfolk - Virginia Beach - Newport News	454,268	36
Pittsburgh	449,963	37
Charlotte - Gastonia - Rock Hill	437,388	38
Fort Worth - Arlington	427,760	39
Nashville	418,868	40
Orlando	414,281	41
New Orleans	413,583	42
Milwaukee	407,869	43
Louisville	403,909	44
Jacksonville, Fla.	399,498	45
Fort Lauderdale - Hollywood - Pompano Beach	372,514	46
Dayton - Springfield	364,018	47
Salt Lake City - Ogden	346,213	48
Newark	345,855	49
Oklahoma City	330,791	50
Greensboro - Winston-Salem - High Point	318,461	51
Birmingham	316,279	52
Austin	305,051	53
Hartford - New Britain - Middletown - Bristol	287,977	54
Memphis	275,301	55
Richmond - Petersburg	273,979	56
Buffalo	264,847	57
Bergen - Passaic	257,615	58
Tulsa	248,772	59
Las Vegas	248,562	60
Greenville - Spartanburg	246,075	61
Rochester, N.Y.	244,947	62
West Palm Beach - Boca Raton - Delray Beach	236,299	63
Providence - Pawtucket - Woonsocket	230,444	64
Fresno	226,534	65
Knoxville	220,576	66
Oxnard - Ventura	218,132	67
Middlesex - Somerset - Hunterdon	217,586	68
New Haven - Waterbury - Meriden	214,767	69
Akron	210,181	70
Omaha	202,255	71
Toledo	192,165	72
Albany - Schenectady - Troy	190,201	73
Worcester - Fitchburg - Leominster	189,663	74
Tucson	186,421	75
Bakersfield	185,143	76
Columbia, S.C.	182,934	77
Monmouth - Ocean	181,986	78
Bridgeport - Stamford - Norwalk - Danbury	181,916	79
Wichita	181,624	80
Albuquerque	178,822	81
Grand Rapids	178,617	82
New Bedford - Fall River - Attleboro	175,956	83
Gary - Hammond	175,501	84
Little Rock - North Little Rock	174,350	85
Tacoma	174,258	86
Springfield, Mass.	172,859	87
Scranton - Wilkes-Barre	170,272	88
Lexington-Fayette	160,484	89
Stockton	160,022	90
Lake County, Ill.	153,107	91
Mobile	153,003	92
Chattanooga	151,473	93
Harrisburg - Lebanon - Carlisle	150,487	94
Wilmington, Del.	149,739	95
Vallejo - Fairfield - Napa	146,155	96
Johnson City - Kingsport - Bristol	146,099	97
Syracuse	145,445	98
Baton Rouge	144,907	99
Augusta	144,765	100
Spokane	144,125	101
Charleston, S.C.	142,277	102
Allentown - Bethlehem - Easton	140,868	103
El Paso	136,346	104
Youngstown - Warren	135,230	105
Lansing - East Lansing	130,258	106
Des Moines	129,984	107
Santa Barbara - Santa Maria - Lompoc	127,900	108
Daytona Beach	127,668	109
Jackson, Miss.	127,263	110
Pensacola	126,836	111
Canton	124,867	112
Anchorage	124,320	113
Montgomery	121,600	114
Colorado Springs	119,660	115
Fort	119,283	116
Davenport - Rock Island - Moline	117,003	117
Fort Wayne	116,521	118
Santa Rosa - Petaluma	116,371	119
Atlantic City	115,733	120
Madison	113,399	121
Melbourne - Titusville - Palm Bay	112,179	122
Lakeland - Winter Haven	111,914	123
Shreveport	111,746	124
Ann Arbor	110,666	125
Evansville	110,415	126
Corpus Christi	109,282	127
Beaumont - Port Arthur	108,351	128
Saginaw - Bay City - Midland	107,752	129
Huntsville	107,749	130
Salinas - Seaside - Monterey	104,867	131
Portland, Me.	103,829	132
Macon - Warner Robins	103,097	133
Peoria	100,964	134
Manchester - Nashua	99,914	135
Charleston, W.Va.	99,674	136
Portsmouth - Dover - Rochester	99,164	137
South Bend - Mishawaka	98,473	138
Huntington - Ashland	97,372	139
Savannah	96,426	140
Eugene - Springfield	92,903	141
Aurora - Elgin	92,528	142
Modesto	92,120	143
Fort Myers - Cape Coral	89,796	144
Lancaster	87,604	145
York	86,191	146
Jersey City	86,079	147
Lubbock	85,982	148
Fayetteville, N.C.	83,418	149
Columbus, Ga.	82,166	150
Rockford	82,151	151
Lafayette, La.	81,622	152
Springfield, Mo.	81,407	153
Reno	81,125	154
Appleton - Oshkosh - Neenah	80,525	155
Santa Cruz	80,378	156
Salem, Ore.	79,539	157
Hamilton - Middletown	77,273	158
Roanoke	77,551	159
Amarillo	76,323	160
Reading	76,084	161
Asheville	76,045	162
Joliet	75,620	163
Boulder - Longmont	75,370	164
Biloxi - Gulfport	75,312	165
Galveston - Texas City	75,257	166
Hickory - Morganton	73,198	167
Kalamazoo	72,415	168
Boise	71,081	169
Lincoln	70,216	170
Wilmington, N.C.	67,968	171
Tallahassee	67,956	172
New London - Norwich	67,655	173
Fort Smith	66,938	174
Topeka	66,496	175
Bradenton	66,476	176
Sarasota	66,280	177
Trenton	65,852	178
Fort Pierce	65,482	179
Lorain - Elyria	63,736	180
Champaign - Urbana - Rantoul	62,415	181
McAllen - Edinburg - Mission	62,134	182
Cedar Rapids	61,980	183
Naples	59,780	184
Erie	59,422	185
Gainesville	59,386	186
Waco	59,367	187
Panama City	56,893	188
Dothan	56,522	189
Fargo - Moorhead	56,406	190
Killeen - Temple	55,919	191
Vancouver	55,786	192
Brownsville - Harlingen	55,005	193
Tyler	54,670	194
Monroe	54,352	195
Wheeling	54,282	196
Green Bay	54,210	197
Elkhart - Goshen	53,264	198
Athens	53,228	199
Tuscaloosa	52,791	200
Fort Collins - Loveland	51,813	201
Lafayette - West Lafayette	51,794	202
Santa Fe	51,552	203
Fort Walton Beach	51,538	204
Benton Harbor	51,018	205
Utica - Rome	51,009	206
Parkersburg - Marietta	50,917	207
Ocala	50,887	208
Springfield, Ill.	50,858	209
Lima	50,424	210
Wichita Falls	50,239	211
Medford	49,183	212
Visalia - Tulare - Porterville	48,577	213
Duluth	47,725	214
Longview - Marshall	47,699	215
Orange County, N.Y.	47,678	216
Bloomington - Normal	46,753	217
Clarksville - Hopkinsville	46,726	218
Terre Haute	46,384	219
Bloomington, Ind.	46,161	220
Poughkeepsie	46,114	221
Provo - Orem	46,029	222
Yakima	45,961	223
Florence, Ala.	44,674	224
Lake Charles	44,129	225
Houma - Thibodaux	43,937	226
Chico	43,716	227
Anniston	43,353	228
Jacksonville, N.C.	42,843	229
Joplin	42,621	230
Sioux Falls	42,503	231
Binghamton	42,308	232
Muskegon	42,189	233
Chanoffesville	41,834	234
Olympia	41,767	235
Pittsfield	40,484	236
Muncie	40,226	237
Burlington, Vt.	40,201	238
Brazoria	40,176	239
Lynchburg	40,063	240
Anderson, S.C.	39,912	241
Mansfield	39,881	242
Bellingham	39,777	243
Decatur, Ala.	39,472	244
Richland - Kennewick - Pasco	39,267	245
Anderson, Ind.	39,195	246
Battle Creek	39,049	247
Billings	38,941	248
Bremerton	38,774	249
Waterloo - Cedar Falls	38,208	250
Kokomo	38,168	251
Redding	38,179	252
Abilene	37,448	253
St. Cloud	37,375	254
Bangor	36,600	255
Decatur, Ill.	36,405	256
Johnstown	36,247	257
Eau Claire	36,201	258
Bryan - College Station	36,003	259
Columbia, Mo.	35,896	260
Niagara Falls	35,403	261
Sioux City	35,297	262
Racine	35,064	263
Fayetteville - Springdale	34,963	264
Albany, Ga.	34,892	265
La Crosse	34,312	266
Burlington, N.C.	34,187	267
Iowa City	34,035	268
Janesville - Beloit	33,622	269
Alexandria, La.	33,619	270
Lawrence, Kans.	33,230	271
Florence, S.C.	32,900	272
Jackson, Mich.	32,744	273
Pascagoula	32,314	274
State College	32,021	275
Texarkana	31,764	276
Odessa	31,728	277
Laredo	31,127	278
Gadsden	30,591	279
Rochester, Minn.	29,992	280
Owensboro	29,834	281
Merced	28,950	282
Pueblo	28,503	283
Steubenville - Weirton	28,353	284
San Angelo	28,307	285
Dubuque	28,215	286
Kenosha	27,978	287
Lewiston - Auburn	27,862	288
Rapid City	27,712	289
Bismarck	27,568	290
Altoona	27,486	291
Las Cruces	27,014	292
Midland, Tex.	26,949	293
Beaver County, Pa.	26,416	294
Wausau	25,875	295
Lawton	25,871	296
Hagerstown	25,581	297
St. Joseph	25,193	298
Cumberland	24,924	299
Jamestown - Dunkirk	24,340	300
Sherman - Denison	23,686	301
Gens Falls	23,568	302
Cheyenne	23,420	303
Grand Forks	23,273	304
Greeley	23,017	305
Danville, Va.	22,691	306
Great Falls	22,357	307
Jackson, Tenn.	22,317	308
Pine Bluff	22,088	309
Sheboygan	22,064	310
Yuma	20,967	311
Yuba City	20,828	312
Victoria	20,686	313
Williamsport	20,640	314
Sharon	20,587	315
Kankakee	19,510	316
Vineland - Millville - Bridgeton	17,577	317
Casper	16,884	318
Enid	16,146	319
Elmira	14,575	320
Total Above Areas	58,517,825	
Percent of U.S.	81.9972	
United States Total	71,365,626	

1991 Restaurant Sales

Metro Area	Sales ($000)	Rank
Los Angeles - Long Beach	4,337,682	1
New York	3,349,474	2
Chicago	2,571,448	3
Boston - Lawrence - Salem - Lowell - Brockton	2,440,673	4
Washington	1,788,661	5
San Francisco	1,509,990	6
Philadelphia	1,475,097	7
Detroit	1,445,160	8
Anaheim - Santa Ana	1,369,936	9
Seattle	1,251,980	10
San Diego	1,182,102	11
Minneapolis - St. Paul	1,071,991	12
Atlanta	1,069,675	13
Nassau - Suffolk	1,005,010	14
Houston	997,230	15
Dallas	983,554	16
Oakland	959,376	17
Phoenix	833,294	18
Riverside - San Bernardino	832,396	19
Miami - Hialeah	832,079	20
Tampa - St. Petersburg - Clearwater	830,757	21
Fort Lauderdale - Hollywood - Pompano Beach	765,779	22
San Jose	763,048	23
Denver	724,220	24
Honolulu	723,748	25
Orlando	712,911	26
St. Louis	697,069	27
Baltimore	672,256	28
Portland, Ore.	659,310	29
Sacramento	646,916	30
Pittsburgh	627,389	31
Cincinnati	600,623	32
Cleveland	590,122	33
West Palm Beach - Boca Raton - Delray Beach	555,707	34
Newark	555,464	35
Milwaukee	547,451	36
Hartford - New Britain - Middletown - Bristol	505,317	37
Kansas City	489,496	38
Bergen - Passaic	484,844	39
Columbus, Ohio	479,574	40
New Orleans	443,415	41
Norfolk - Virginia Beach - Newport News	424,371	42
San Antonio	411,080	43
Monmouth - Ocean	408,095	44
Raleigh - Durham	407,240	45
Bridgeport - Stamford - Norwalk - Danbury	399,512	46
Providence - Pawtucket - Woonsocket	388,029	47
Nashville	387,528	48
Indianapolis	382,709	49
New Haven - Waterbury - Meriden	376,428	50
Middlesex - Somerset - Hunterdon	376,342	51
Fort Worth - Arlington	358,520	52
Jacksonville, Fla.	334,451	53
Albany - Schenectady - Troy	323,394	54
Buffalo	319,023	55
Worcester - Fitchburg - Leominster	316,625	56
Charlotte - Gastonia - Rock Hill	313,646	57
Rochester, N.Y.	311,472	58
Springfield, Mass.	302,943	59
Austin	300,640	60
Louisville	273,213	61
Oklahoma City	272,037	62
Dayton - Springfield	267,284	63
Oxnard - Ventura	267,244	64
Las Vegas	263,190	65
Salt Lake City - Ogden	262,456	66
Greensboro - Winston-Salem - High Point	262,033	67
Tacoma	255,544	68
Grand Rapids	248,090	69
Richmond - Petersburg	244,558	70
Santa Barbara - Santa Maria - Lompoc	243,318	71
New Bedford - Fall River - Attleboro	238,218	72
Atlantic City	231,677	73
Akron	231,662	74
Knoxville	228,482	75
Fresno	221,563	76
Scranton - Wilkes-Barre	220,644	77
Toledo	219,074	78
Memphis	214,721	79
Lake County, Ill.	213,978	80
Portsmouth - Dover - Rochester	213,671	81
Omaha	213,551	82
Syracuse	212,695	83
Tucson	209,155	84
Salinas - Seaside - Monterey	205,414	85
Albuquerque	205,245	86
Fort Myers - Cape Coral	203,727	87
Birmingham	193,720	88
Allentown - Bethlehem - Easton	191,583	89
Tulsa	187,343	90
Sarasota	184,304	91
Manchester - Nashua	179,047	92
Harrisburg - Lebanon - Carlisle	178,984	93
Wilmington, Del.	178,947	94
Santa Rosa - Petaluma	176,280	95
Lancaster	175,597	96
Greenville - Spartanburg	169,100	97
Madison	168,598	98
Charleston, S.C.	167,251	99
Portland, Me.	166,327	100
Spokane	163,421	101
Vallejo - Fairfield - Napa	162,723	102
Daytona Beach	160,864	103
Stockton	158,538	104
Bakersfield	157,837	105
Anchorage	155,057	106
Gary - Hammond	149,917	107
Saginaw - Bay City - Midland	148,235	108
Wichita	147,868	109
Melbourne - Titusville - Palm Bay	146,308	110
Lansing - East Lansing	145,146	111
Des Moines	144,514	112
Fort Wayne	141,817	113
Columbia, S.C.	139,926	114
Ann Arbor	131,570	115
Youngstown - Warren	129,960	116
Modesto	129,016	117
Little Rock - North Little Rock	127,805	118
Reading	126,052	119
Colorado Springs	125,451	120
Canton	124,632	121
Lexington-Fayette	124,561	122
Jersey City	124,326	123
Eugene - Springfield	123,799	124
York	119,500	125
Davenport - Rock Island - Moline	116,280	126
El Paso	115,053	127
Flint	112,926	128
Santa Cruz	112,223	129
Trenton	111,675	130
Boulder - Longmont	110,528	131
New London - Norwich	109,578	132
Aurora - Elgin	108,525	133
Mobile	106,736	134
Salem, Ore.	105,960	135
Baton Rouge	104,392	136
Appleton - Oshkosh - Neenah	104,347	137
Lakeland - Winter Haven	101,434	138
Tallahassee	101,005	139
Utica - Rome	100,668	140
Chattanooga	99,605	141
Bradenton	98,805	142
Fort Pierce	97,323	143
Rockford	96,356	144
Augusta	95,436	145
Burlington, Vt.	95,350	146
Orange County, N.Y.	94,098	147
Pittsfield	94,031	148
Jackson, Miss.	93,216	149
Pensacola	92,791	150
Poughkeepsie	91,010	151
Naples	88,849	152
Joliet	88,692	153
Peoria	88,349	154
Gainesville	88,263	155
Reno	87,955	156
Kalamazoo	86,091	157
Panama City	84,560	158
Vancouver	84,438	159
Erie	84,413	160
Binghamton	83,500	161
Evansville	83,006	162
Shreveport	81,373	163
Roanoke	78,846	164
Green Bay	78,538	165
Beaumont - Port Arthur	77,776	166
Macon - Warner Robins	77,398	167
Boise	76,948	168
Fort Walton Beach	76,605	169
Fort Collins - Loveland	75,980	170
Ocala	75,632	171
Corpus Christi	74,920	172
South Bend - Mishawaka	74,102	173
Lubbock	73,736	174
Champaign - Urbana - Rantoul	73,204	175
Savannah	72,391	176
Hamilton - Middletown	71,799	177
Lincoln	71,650	178
Niagara Falls	69,867	179
Duluth	69,397	180
Springfield, Mo.	69,116	181
Yakima	68,655	182
Visalia - Tulare - Porterville	68,033	183
Johnson City - Kingsport - Bristol	67,257	184
Cedar Rapids	66,036	185
Medford	65,538	186
Amarillo	65,450	187
Galveston - Texas City	64,541	188
Lafayette, La.	63,694	189
Olympia	63,217	190
Columbus, Ga.	61,831	191
Chico	61,226	192
Benton Harbor	60,653	193
Montgomery	60,232	194
Bellingham	60,206	195
Springfield, Ill.	59,647	196
Richland - Kennewick - Pasco	59,436	197
Fayetteville, N.C.	59,339	198
Lorain - Elyria	58,763	199
Bremerton	58,686	200
Bangor	58,629	201
Sioux Falls	56,649	202
Fargo - Moorhead	55,038	203
Bloomington - Normal	54,835	204
Santa Fe	54,698	205
St. Cloud	54,348	206
Asheville	54,091	207
Charleston, W.Va.	53,597	208
Billings	53,523	209
Redding	53,472	210
Huntsville	53,333	211
McAllen - Edinburg - Mission	53,286	212
Huntington - Ashland	52,470	213
Eau Claire	52,447	214
Hickory - Morganton	52,064	215
Johnstown	51,490	216
Waco	50,915	217
Racine	50,802	218
Muskegon	50,157	219
La Crosse	49,711	220
Janesville - Beloit	48,713	221
Wilmington, N.C.	48,347	222
Killeen - Temple	47,953	223
Topeka	47,766	224
Brownsville - Harlingen	47,172	225
Tyler	46,884	226
Glens Falls	46,515	227
Lima	46,489	228
Battle Creek	46,421	229
State College	45,488	230
Lewiston - Auburn	44,686	231
Rochester, Minn.	43,611	232
Wichita Falls	43,084	233
Fort Smith	42,878	234
Decatur, Ill.	42,698	235
Charlottesville	42,530	236
Monroe	42,415	237
Pueblo	41,798	238
Longview - Marshall	40,899	239
Lynchburg	40,728	240
Waterloo - Cedar Falls	40,708	241
Merced	40,546	242
Kenosha	40,535	243
Elkhart - Goshen	40,082	244
Athens	39,954	245
Altoona	39,049	246
Lafayette - West Lafayette	38,976	247
Jackson, Mich.	38,928	248
Biloxi - Gulfport	38,583	249
Sioux City	37,628	250
Beaver County, Pa.	37,525	251
Wausau	37,485	252
Rapid City	36,996	253
Mansfield	36,770	254
Iowa City	36,261	255
Joplin	36,168	256
Clarksville - Hopkinsville	36,057	257
Provo - Orem	35,737	258
Terre Haute	34,903	259
Bloomington, Ind.	34,735	260
Brazoria	34,454	261
Lake Charles	34,436	262
Houma - Thibodaux	34,285	263
Greeley	33,751	264
Jamestown - Dunkirk	32,832	265
Anderson, S.C.	32,496	266
Abilene	32,114	267
Sheboygan	31,967	268
Cheyenne	31,262	269
Bryan - College Station	30,875	270
Great Falls	30,732	271
Columbia, Mo.	30,479	272
Jacksonville, N.C.	30,476	273
Muncie	30,272	274
Vineland - Millville - Bridgeton	30,247	275
Dubuque	30,062	276
Anderson, Ind.	29,494	277
Wheeling	29,391	278
Williamsport	29,319	279
Sharon	29,243	280
Yuba City	29,166	281
Yuma	28,886	282
Elmira	28,765	283
Kokomo	28,742	284
Las Cruces	28,663	285
Dothan	27,976	286
Hagerstown	27,435	287
Odessa	27,209	288
Texarkana	27,182	289
Parkersburg - Marietta	27,164	290
Bismarck	27,133	291
Florence, S.C.	26,786	292
Cumberland	26,737	293
Laredo	26,694	294
Steubenville - Weirton	26,560	295
Alexandria, La.	26,234	296
Albany, Ga.	26,194	297
Tuscaloosa	26,129	298
Burlington, N.C.	24,318	299
San Angelo	24,274	300
Lawrence, Kans.	23,869	301
Midland, Tex.	23,109	302
Danville, Va.	23,066	303
Grand Forks	22,892	304
Kankakee	22,885	305
Casper	22,538	306
Fayetteville - Springdale	22,389	307
Florence, Ala.	22,110	308
Anniston	21,459	309
St. Joseph	21,390	310
Sherman - Denison	20,315	311
Lawton	18,565	312
Owensboro	18,555	313
Victoria	17,742	314
Jackson, Tenn.	17,156	315
Pascagoula	16,555	316
Gadsden	15,141	317
Pine Bluff	14,133	318
Decatur, Ala.	13,755	319
Enid	11,586	320
Total Above Areas	73,901,156	
Percent of U.S.	85.9676	
United States Total	85,954,948	

1991 Restaurant Activity Index

Metro Area	RAI	Rank
Honolulu	215	1
Raleigh - Durham	184	2
San Francisco	180	3
Anniston	176	4
Kalamazoo	172	5
Champaign - Urbana - Rantoul	170	6
Wichita Falls	164	7
Santa Fe	160	8
Salinas - Seaside - Monterey	156	9
Anchorage	155	10
Anaheim - Santa Ana	154	11
Ann Arbor	151	12
San Jose	147	13
Indianapolis	146	14
Bloomington - Normal	143	15
Fort Walton Beach	143	15
La Crosse	143	15
Orlando	141	18
Nashville	140	19
Columbus, Ohio	139	20
Lansing - East Lansing	138	21
Muskegon	137	22
Atlanta	136	23
Boston - Lawrence - Salem - Lowell - Brockton	135	24
Lexington-Fayette	134	25
Muncie	134	25
Abilene	133	27
Cheyenne	133	27
Los Angeles - Long Beach	133	27
Portland, Ore.	133	27
Wilmington, N.C.	133	27
Albuquerque	132	32
Bloomington, Ind.	132	32
San Diego	132	32
Columbia, S.C.	131	35
State College	130	36
Benton Harbor	129	37
Chicago	129	37
Lafayette - West Lafayette	129	37
Terre Haute	129	37
Madison	128	41
Grand Rapids	127	42
Seattle	126	43
Decatur, Ill.	125	44
Detroit	125	44
Panama City	125	44
Burlington, Vt.	124	47
Saginaw - Bay City - Midland	124	47
Clarksville - Hopkinsville	123	49
Jacksonville, N.C.	123	49
Lake County, Ill.	123	49
Montgomery	123	49
Santa Barbara - Santa Maria - Lompoc	123	49
Washington	123	49
Hartford - New Britain - Middletown - Bristol	122	55
Fort Wayne	121	56
Lawrence, Kans.	121	56
New York	121	56
Athens	120	59
Fayetteville, N.C.	120	59
Fresno	120	59
Knoxville	120	59
Miami - Hialeah	120	59
West Palm Beach - Boca Raton - Delray Beach	120	59
Cincinnati	119	65
Jacksonville, Fla.	119	65
Springfield, Mass.	119	65
Kokomo	118	68
Milwaukee	118	68
Minneapolis - St. Paul	118	68
Oakland	118	68
Pittsfield	118	68
Worcester - Fitchburg - Leominster	118	68
Tacoma	117	74
Topeka	117	74
Lubbock	116	76
Springfield, Mo.	116	76
Jackson, Miss.	115	78
Louisville	115	78
Sacramento	115	78
Atlantic City	114	81
Columbia, Mo.	114	81
Evansville	114	81
Macon - Warner Robins	114	81
Oxnard - Ventura	114	81
Portland, Me.	114	81
Colorado Springs	113	87
New London - Norwich	113	87
Providence - Pawtucket - Woonsocket	113	87
Dayton - Springfield	113	90
Fort Lauderdale - Hollywood - Pompano Beach	112	90
Greensboro - Winston-Salem - High Point	112	90
Medford	112	90
St. Louis	112	90
Sarasota	112	90
Battle Creek	111	96
Cedar Rapids	111	96
Huntsville	111	96
Mansfield	111	96
Oklahoma City	111	96
Roanoke	111	96
Wichita	111	96
South Bend - Mishawaka	110	103
Vallejo - Fairfield - Napa	110	103
Asheville	109	105
Aurora - Elgin	109	105
Green Bay	109	105
Kansas City	109	105
Tallahassee	109	105
Bakersfield	108	110
Biloxi - Gulfport	108	110
Fort Myers - Cape Coral	108	110
Rockford	108	110
Charlotte - Gastonia - Rock Hill	107	114
Joliet	107	114
Kenosha	107	114
Savannah	107	114
Toledo	107	114
Wausau	107	114
Columbus, Ga.	106	120
Dallas	106	120
Eugene - Springfield	106	120
Santa Cruz	106	120
Jackson, Mich.	105	124
Melbourne - Titusville - Palm Bay	105	124
San Antonio	105	124
Springfield, Ill.	105	124
Appleton - Oshkosh - Neenah	104	128
Birmingham	104	128
Lincoln	104	128
New Bedford - Fall River - Attleboro	104	128
Riverside - San Bernardino	104	128
Vancouver	104	128
Denver	103	134
New Haven - Waterbury - Meriden	103	134
Norfolk - Virginia Beach - Newport News	103	134
Omaha	103	134
Salem, Ore.	103	134
Sioux Falls	103	134
Stockton	103	134
Bradenton	102	141
Davenport - Rock Island - Moline	102	141
Dothan	102	141
Fargo - Moorhead	102	141
Memphis	102	141
Pensacola	102	141
Tuscaloosa	102	141
Cleveland	101	148
Great Falls	101	148
Spokane	101	148
Youngstown - Warren	101	148
Akron	100	152
Augusta	100	152
Baltimore	100	152
Elkhart - Goshen	100	152
Amarillo	99	156
Boulder - Longmont	99	156
Chattanooga	99	156
Daytona Beach	99	156
Eau Claire	99	156
Fort Collins - Loveland	99	156
Manchester - Nashua	99	156
Naples	99	156
Peoria	99	156
Tampa - St. Petersburg - Clearwater	99	156
Decatur, Ala.	98	166
Gary - Hammond	98	166
Lima	98	166
Bismarck	97	169
Dubuque	97	169
Little Rock - North Little Rock	97	169
St. Joseph	97	169
Charleston, S.C.	96	173
Gainesville	96	173
Johnson City - Kingsport - Bristol	96	173
Portsmouth - Dover - Rochester	96	173
Rochester, Minn.	96	173
Tyler	96	173
Bridgeport - Stamford - Norwalk - Danbury	95	179
Chico	95	179
Flint	95	179
Rapid City	95	179
Texarkana	95	179
Anderson, Ind.	93	184
Austin	93	184
Grand Forks	93	184
Hickory - Morganton	93	184
Iowa City	93	184
Las Vegas	93	184
Mobile	93	184
Ocala	93	184
San Angelo	93	184
Santa Rosa - Petaluma	93	184
Shreveport	93	184
Waterloo - Cedar Falls	93	184
Canton	92	196
Greenville - Spartanburg	92	196
Joplin	92	196
Las Cruces	92	196
New Orleans	92	196
Richmond - Petersburg	92	196
St. Cloud	92	196
Tulsa	92	196
Cumberland	91	204
Huntington - Ashland	90	205
Phoenix	90	205
Hamilton - Middletown	89	207
Racine	89	207
Reading	89	207
Tucson	89	207
Charleston, W.Va.	88	211
Des Moines	88	211
Lorain - Elyria	88	211
Boise	87	214
Fort Pierce	87	214
Lawton	87	214
Modesto	87	214
Pascagoula	87	214
Pittsburgh	86	219
Wilmington, Del.	86	219
Enid	85	221
Fort Smith	85	221
Harrisburg - Lebanon - Carlisle	85	221
Kankakee	85	221
Lynchburg	85	221
Monroe	85	221
Sheboygan	85	221
Sioux City	85	221
Beaumont - Port Arthur	84	229
Bellingham	84	229
Bryan - College Station	84	229
Gadsden	84	229
Houston	84	229
Killeen - Temple	84	229
Richland - Kennewick - Pasco	84	229
Salt Lake City - Ogden	84	229
Waco	84	229
El Paso	83	238
Owensboro	83	238
Parkersburg - Marietta	83	238
Yakima	83	238
Charlottesville	82	242
Elmira	82	242
Fort Worth - Arlington	82	242
Lafayette, La.	82	242
Olympia	82	242
Albany, Ga.	81	247
Bergen - Passaic	81	247
Buffalo	81	247
Erie	81	247
Lancaster	81	247
Pueblo	81	247
Reno	81	247
Utica - Rome	81	247
Binghamton	80	255
Janesville - Beloit	80	255
Burlington, N.C.	79	257
Florence, Ala.	79	257
Wheeling	79	257
Billings	78	260
Bremerton	78	260
Lewiston - Auburn	78	260
Scranton - Wilkes-Barre	78	260
Syracuse	78	260
Bangor	77	265
Corpus Christi	77	265
Glens Falls	77	265
Lakeland - Winter Haven	77	265
Longview - Marshall	77	265
Pine Bluff	77	265
Trenton	77	265
Duluth	76	272
Jackson, Tenn.	76	272
Philadelphia	76	272
York	76	272
Albany - Schenectady - Troy	75	276
Redding	75	276
Galveston - Texas City	74	278
Greeley	74	278
Middlesex - Somerset - Hunterdon	74	278
Newark	74	278
Niagara Falls	74	278
Allentown - Bethlehem - Easton	73	283
Rochester, N.Y.	73	283
Sharon	73	283
Casper	72	286
Yuma	72	286
Alexandria, La.	71	288
Anderson, S.C.	71	288
Brownsville - Harlingen	71	288
Florence, S.C.	71	288
Nassau - Suffolk	71	288
Hagerstown	70	293
Jersey City	69	294
Steubenville - Weirton	69	294
Fayetteville - Springdale	68	296
Monmouth - Ocean	68	296
Merced	67	298
Victoria	67	298
Danville, Va.	66	300
Odessa	66	300
Sherman - Denison	65	302
Altoona	64	303
Provo - Orem	64	303
Orange County, N.Y.	63	305
Poughkeepsie	63	305
Johnstown	62	307
Beaver County, Pa.	61	308
Laredo	60	309
Baton Rouge	59	310
Brazoria	59	310
Lake Charles	59	310
Williamsport	59	310
Yuba City	59	310
McAllen - Edinburg - Mission	57	315
Visalia - Tulare - Porterville	57	315
Houma - Thibodaux	56	317
Jamestown - Dunkirk	56	317
Midland, Tex.	55	319
Vineland - Millville - Bridgeton	46	320
Total Above Areas	108	
United States Total	100	

1991 Restaurant Growth Index

Metro Area	RGI	Rank
Las Vegas	451	1
Atlantic City	316	2
Reno	296	3
Orlando	160	4
Honolulu	156	5
Washington	137	6
Minneapolis - St. Paul	134	7
Houston	130	8
Middlesex - Somerset - Hunterdon	130	8
Ann Arbor	128	10
Rochester, Minn.	127	11
Dallas	126	12
Brazoria	125	13
Wilmington, Del.	124	14
San Jose	122	15
Anchorage	121	16
Grand Rapids	121	16
Newark	119	18
Tallahassee	119	18
Baton Rouge	118	20
Chicago	117	21
Lancaster	117	21
Nashville	117	21
Philadelphia	117	21
Iowa City	116	25
Kansas City	116	25
Phoenix	116	25
Provo - Orem	116	25
Raleigh - Durham	116	25
Fort Worth - Arlington	115	30
Green Bay	115	30
Madison	115	30
Trenton	115	30
Baltimore	114	34
Boston - Lawrence - Salem - Lowell - Brockton	114	34
Huntsville	114	34
Lake Charles	114	34
Manchester - Nashua	114	34
Harrisburg - Lebanon - Carlisle	113	39
Lansing - East Lansing	113	39
Naples	112	41
Richland - Kennewick - Pasco	112	41
San Diego	112	41
Milwaukee	111	44
Oxnard - Ventura	111	44
Sheboygan	111	44
Sioux Falls	111	44
Anaheim - Santa Ana	110	48
Hartford - New Britain - Middletown - Bristol	110	48
Los Angeles - Long Beach	110	48
Riverside - San Bernardino	110	48
Seattle	110	48
Bismarck	109	53
Columbus, Ohio	109	53
Grand Forks	109	53
Joliet	109	53
New Orleans	109	53
Salt Lake City - Ogden	109	53
Denver	108	59
Jersey City	108	59
Lake County, Ill.	108	59
New York	108	59
Vallejo - Fairfield - Napa	108	59
Bergen - Passaic	107	64
Indianapolis	107	64
Lexington-Fayette	107	64
York	107	64
Atlanta	106	68
Bremerton	106	68
Cincinnati	106	68
Des Moines	106	68
Hamilton - Middletown	106	68
Miami - Hialeah	106	68
Omaha	106	68
Richmond - Petersburg	106	68
Rochester, N.Y.	106	68
St. Louis	106	68
Anniston	105	78
Appleton - Oshkosh - Neenah	105	78
Austin	105	78
Burlington, Vt.	105	78
Charlotte - Gastonia - Rock Hill	105	78
Detroit	105	78
Jacksonville, Fla.	105	78
Lincoln	105	78
Louisville	105	78
Augusta	104	87
Beaumont - Port Arthur	104	87
Johnson City - Kingsport - Bristol	104	87
Kalamazoo	104	87
Birmingham	103	91
Oakland	103	91
Montgomery	102	93
Norfolk - Virginia Beach - Newport News	102	93
Portland, Ore.	102	93
Saginaw - Bay City - Midland	102	93
Salinas - Seaside - Monterey	102	93
Shreveport	102	93
Vineland - Millville - Bridgeton	102	93
West Palm Beach - Boca Raton - Delray Beach	102	93
Worcester - Fitchburg - Leominster	102	93
Cedar Rapids	101	102
Charlottesville	101	102
Florence, S.C.	101	102
Galveston - Texas City	101	102
Jackson, Miss.	101	102
Lawrence, Kans.	101	102
Memphis	101	102
Aurora - Elgin	100	109
Bridgeport - Stamford - Norwalk - Danbury	100	109
Champaign - Urbana - Rantoul	100	109
Cleveland	100	109
Decatur, Ill.	100	109
Fort Wayne	100	109
Lakeland - Winter Haven	100	109
Binghamton	99	116
Charleston, S.C.	99	116
Dayton - Springfield	99	116
Little Rock - North Little Rock	99	116
New Haven - Waterbury - Meriden	99	116
Poughkeepsie	99	116
El Paso	98	122
Fargo - Moorhead	98	122
Gainesville	98	122
La Crosse	98	122
Pensacola	98	122
Peoria	98	122
San Francisco	98	122
Tacoma	98	122
Vancouver	98	122
Lafayette, La.	97	131
Macon - Warner Robins	97	131
New London - Norwich	97	131
Pascagoula	97	131
Reading	97	131
Albany, Ga.	96	136
Boise	96	136
Columbia, S.C.	96	136
Merced	96	136
Sacramento	96	136
Tampa - St. Petersburg - Clearwater	96	136
Bakersfield	95	142
Danville, Va.	95	142
Knoxville	95	142
Mobile	95	142
Portsmouth - Dover - Rochester	95	142
Rockford	95	142
St. Cloud	95	142
Springfield, Miss.	95	142
Wausau	95	142
Akron	94	151
Albuquerque	94	151
Allentown - Bethlehem - Easton	94	151
Cheyenne	94	151
Flint	94	151
Greenville - Spartanburg	94	151
Jackson, Tenn.	94	151
Modesto	94	151
San Antonio	94	151
Santa Rosa - Petaluma	94	151
Tuscaloosa	94	151
Alexandria, La.	93	162
Beaver County, Pa.	93	162
Bloomington - Normal	93	162
Colorado Springs	93	162
Fort Lauderdale - Hollywood - Pompano Beach	93	162
Greeley	93	162
Greensboro - Winston-Salem - High Point	93	162
Hagerstown	93	162
Jackson, Mich.	93	162
Racine	93	162
Santa Fe	93	162
Albany - Schenectady - Troy	92	173
Columbia, Mo.	92	173
Houma - Thibodaux	92	173
Muncie	92	173
Nassau - Suffolk	92	173
Pittsburgh	92	173
Portland, Me.	92	173
Savannah	92	173
Springfield, Mo.	92	173
Topeka	92	173
Bangor	91	183
Fayetteville, N.C.	91	183
Fort Collins - Loveland	91	183
Gary - Hammond	91	183
Lafayette - West Lafayette	91	183
Spokane	91	183
Anderson, S.C.	90	189
Dothan	90	189
Erie	90	189
Lynchburg	90	189
Pine Bluff	90	189
Rapid City	90	189
Springfield, Ill.	90	189
Wichita	90	189
Asheville	89	197
Davenport - Rock Island - Moline	89	197
Fresno	89	197
Janesville - Beloit	89	197
Kankakee	89	197
Lewiston - Auburn	89	197
Melbourne - Titusville - Palm Bay	89	197
Yakima	89	197
Anderson, Ind.	88	205
Boulder - Longmont	88	205
Fort Myers - Cape Coral	88	205
Kenosha	88	205
Olympia	88	205
Parkersburg - Marietta	88	205
Santa Barbara - Santa Maria - Lompoc	88	205
Steubenville - Weirton	88	205
Stockton	88	205
Syracuse	88	205
Tucson	88	205
Bradenton	87	216
Decatur, Ala.	87	216
Elkhart - Goshen	87	216
Hickory - Morganton	87	216
Laredo	87	216
Monmouth - Ocean	87	216
Roanoke	87	216
South Bend - Mishawaka	87	216
Toledo	87	216
Daytona Beach	86	225
Lorain - Elyria	86	225
Monroe	86	225
Owensboro	86	225
Williamsport	86	225
Athens	85	230
Battle Creek	85	230
Evansville	85	230
Jacksonville, N.C.	85	230
New Bedford - Fall River - Attleboro	85	230
Scranton - Wilkes-Barre	85	230
Tyler	85	230
Eau Claire	84	237
Florence, Ala.	84	237
Waco	84	237
Yuba City	84	237
Casper	83	241
Muskegon	83	241
Sioux City	83	241
Terre Haute	83	241
Visalia - Tulare - Porterville	83	241
Waterloo - Cedar Falls	83	241
Charleston, W.Va.	82	247
Chattanooga	82	247
Fayetteville - Springdale	82	247
Fort Walton Beach	82	247
Orange County, N.Y.	82	247
Burlington, N.C.	81	252
Elmira	81	252
St. Joseph	81	252
Bellingham	80	255
Lawton	80	255
Mansfield	80	255
Midland, Tex.	80	255
Tulsa	80	255
Biloxi - Gulfport	79	260
Buffalo	79	260
Dubuque	79	260
Gadsden	79	260
Killeen - Temple	79	260
Wheeling	79	260
Altoona	78	266
Canton	78	266
Corpus Christi	78	266
Duluth	78	266
Eugene - Springfield	78	266
Great Falls	78	266
Huntington - Ashland	78	266
Lubbock	78	266
Pittsfield	78	266
State College	78	266
Youngstown - Warren	78	266
Benton Harbor	77	277
Clarksville - Hopkinsville	77	277
Columbus, Ga.	77	277
Fort Pierce	77	277
Kokomo	77	277
Ocala	77	277
Texarkana	77	277
Las Cruces	76	284
Providence - Pawtucket - Woonsocket	76	284
Utica - Rome	76	284
Yuma	76	284
Billings	75	288
Fort Smith	75	288
McAllen - Edinburg - Mission	75	288
Pueblo	75	288
Amarillo	74	292
Bloomington, Ind.	74	292
Redding	74	292
Sarasota	74	292
Joplin	73	296
Lima	73	296
Niagara Falls	73	296
Salem, Ore.	73	296
Santa Cruz	73	296
Wichita Falls	73	296
Brownsville - Harlingen	72	302
Panama City	72	302
Bryan - College Station	71	304
Johnstown	70	305
Oklahoma City	70	305
San Angelo	70	305
Chico	69	308
Jamestown - Dunkirk	69	308
Sherman - Denison	69	308
Victoria	69	308
Wilmington, N.C.	69	308
Sharon	68	313
Cumberland	66	314
Glens Falls	66	314
Medford	65	316
Abilene	64	317
Longview - Marshall	64	317
Odessa	63	319
Enid	51	320
Total Above Areas	106	
United States Total	100	

1991 Population Per Unit

Metro Area	Pop. Per Unit	Rank
Provo - Orem	1,386	1
McAllen - Edinburg - Mission	1,352	2
Laredo	1,338	3
Jacksonville, N.C.	1,301	4
Merced	1,220	5
Lake Charles	1,173	6
Brownsville - Harlingen	1,132	7
Riverside - San Bernardino	1,130	8
Houma - Thibodaux	1,121	9
Brazoria	1,117	10
El Paso	1,114	11
Bremerton	1,108	12
Anniston	1,091	13
Killeen - Temple	1,086	14
Hamilton - Middletown	1,086	15
Joliet	1,060	16
Baton Rouge	1,055	17
Yuba City	1,050	18
Modesto	1,047	19
Beaver County, Pa.	1,041	20
Las Vegas	1,037	21
Visalia - Tulare - Porterville	1,035	22
Lakeland - Winter Haven	1,031	23
Vineland - Millville - Bridgeton	1,030	24
Johnson City - Kingsport - Bristol	1,026	25
Ocala	1,022	26
Vancouver	1,021	27
Greeley	1,020	28
St. Cloud	1,016	29
Las Cruces	1,004	30
Alexandria, La.	1,000	31
Fayetteville, N.C.	1,000	31
Bakersfield	999	33
Beaumont - Port Arthur	996	34
Shreveport	991	35
Bradenton	983	36
Pascagoula	967	37
Vallejo - Fairfield - Napa	965	38
Salt Lake City - Ogden	964	39
Tacoma	964	39
Yakima	963	41
Yuma	963	41
Houston	917	43
Pine Bluff	916	44
Jersey City	908	45
Grand Rapids	901	46
Saginaw - Bay City - Midland	901	46
Stockton	901	46
Wilmington, Del.	901	46
Fresno	896	50
Mobile	896	50
Sheboygan	895	52
Lancaster	893	53
Montgomery	892	54
Steubenville - Weirton	891	55
Birmingham	888	56
Fort Worth - Arlington	886	57
Augusta	884	58
Philadelphia	883	59
Clarksville - Hopkinsville	882	60
Lawton	880	61
Jackson, Mich.	879	62
Lawrence, Kans.	879	62
Memphis	878	64
Tyler	878	64
Anderson, S.C.	875	66
Tuscaloosa	875	66
Danville, Va.	868	68
Huntington - Ashland	866	69
Minneapolis - St. Paul	866	69
Gadsden	864	71
Oxnard - Ventura	860	72
Baltimore	859	73
Pensacola	859	73
Charleston, S.C.	857	75
Texarkana	855	76
Anderson, Ind.	853	77
Florence, S.C.	852	78
York	850	79
Lafayette, La.	849	80
Kankakee	848	81
Kenosha	847	82
Richland - Kennewick - Pasco	846	83
Bryan - College Station	842	84
Johnstown	842	84
Lorain - Elyria	842	84
Detroit	840	87
Phoenix	836	88
Lansing - East Lansing	834	89
Florence, Ala.	833	90
Tallahassee	829	91
Galveston - Texas City	826	92
Jackson, Tenn.	823	93
Middlesex - Somerset - Hunterdon	821	94
Athens	818	95
Columbus, Ga.	818	95
Flint	818	95
Jackson, Miss.	818	95
Fort Pierce	816	99
Hagerstown	816	99
Binghamton	815	101
Muncie	815	101
Grand Forks	814	103
Appleton - Oshkosh - Neenah	812	104
San Antonio	811	105
Kansas City	809	106
Louisville	809	106
Iowa City	808	108
New Orleans	808	108
Wheeling	808	108
Wausau	806	111
Decatur, Ala.	804	112
Parkersburg - Marietta	804	112
Biloxi - Gulfport	803	114
Lewiston - Auburn	803	114
Norfolk - Virginia Beach - Newport News	802	116
Tucson	801	117
Albany, Ga.	800	118
Los Angeles - Long Beach	858	119
Worcester - Fitchburg - Leominster	857	120
Dayton - Springfield	856	121
Macon - Warner Robins	856	121
Monroe	855	123
Gary - Hammond	854	124
Olympia	854	124
San Angelo	853	126
San Diego	852	127
Midland, Tex.	851	128
Chico	849	129
Milwaukee	849	129
Columbia, Mo.	847	131
Dothan	847	131
Green Bay	847	131
Newark	846	134
Melbourne - Titusville - Palm Bay	845	135
Tampa - St. Petersburg - Clearwater	845	135
Aurora - Elgin	844	137
Springfield, Mass.	844	137
Cleveland	843	139
Lynchburg	842	140
Reno	842	140
Bangor	840	142
Bismarck	840	142
Miami - Hialeah	840	142
Akron	839	145
Elmira	839	145
Rochester, N.Y.	837	147
Columbus, Ohio	834	148
Dallas	834	148
Allentown - Bethlehem - Easton	832	150
Muskegon	832	150
Racine	832	150
Harrisburg - Lebanon - Carlisle	829	153
Little Rock - North Little Rock	829	153
Pittsburgh	829	153
Colorado Springs	828	156
Williamsport	828	156
Youngstown - Warren	828	156
Greenville - Spartanburg	827	159
Huntsville	827	159
Janesville - Beloit	826	161
Erie	825	162
Fort Collins - Loveland	825	162
Nashville	824	164
Chicago	823	165
New York	820	166
Waco	821	167
Washington	820	168
Cincinnati	819	169
Decatur, Ill.	818	170
Lake County, Ill.	818	170
Rochester, Minn.	817	172
Savannah	817	172
State College	813	174
Richmond - Petersburg	812	175
Jacksonville, Fla.	811	176
St. Louis	810	177
Sherman - Denison	810	177
Omaha	809	179
Reading	805	180
Altoona	804	181
Charlotte - Gastonia - Rock Hill	804	181
Salem, Ore.	804	181
Kalamazoo	802	184
Owensboro	802	184
Terre Haute	802	184
Chattanooga	801	187
Santa Rosa - Petaluma	801	187
Peoria	798	189
Pueblo	796	190
Orlando	795	191
Ann Arbor	794	192
Spokane	794	192
West Palm Beach - Boca Raton - Delray Beach	794	192
Oakland	792	195
Sioux City	792	195
Toledo	792	195
Victoria	791	198
Columbia, S.C.	789	199
Waterloo - Cedar Falls	789	199
Cheyenne	788	201
Fayetteville - Springdale	788	201
Austin	787	203
Manchester - Nashua	787	203
New Bedford - Fall River - Attleboro	787	203
Rockford	787	203
Sacramento	786	207
Fargo - Moorhead	784	208
Knoxville	784	208
New Haven - Waterbury - Meriden	784	208
Sharon	784	208
Denver	783	212
Davenport - Rock Island - Moline	782	213
San Jose	782	213
Bergen - Passaic	780	215
St. Joseph	780	215
Fort Wayne	779	217
Monmouth - Ocean	778	218
Gainsville	777	219
Lincoln	777	219
Orange County, N.Y.	776	221
Springfield, Mo.	776	221
Daytona Beach	775	223
Utica - Rome	775	223
Indianapolis	771	225
Trenton	769	226
Eau Claire	768	227
Corpus Christi	767	228
Des Moines	767	228
Fort Myers - Cape Coral	766	230
Greensboro - Winston-Salem - High Point	766	230
Lafayette - West Lafayette	765	232
Canton	764	233
Champaign - Urbana - Rantoul	761	234
Jamestown - Dunkirk	761	234
Poughkeepsie	760	236
Elkhart - Goshen	759	237
Redding	759	237
Benton Harbor	758	239
Duluth	758	239
Charlottesville	756	241
Portsmouth - Dover - Rochester	755	242
Raleigh - Durham	755	242
Battle Creek	753	244
Cedar Rapids	751	245
Mansfield	751	245
Charleston, W.Va.	750	247
Lexington-Fayette	749	248
Nassau - Suffolk	748	249
Hartford - New Britain - Middletown - Bristol	746	250
Portland, Ore.	746	250
Madison	745	252
Salinas - Seaside - Monterey	745	252
Atlanta	744	254
Providence - Pawtucket - Woonsocket	744	254
Burlington, N.C.	743	256
Hickory - Morganton	743	256
Scranton - Wilkes-Barre	743	256
Odessa	742	259
Fort Smith	741	260
Joplin	741	260
Albuquerque	740	262
Anaheim - Santa Ana	740	262
New London - Norwich	740	262
Boise	735	265
Evansville	734	266
Albany - Schenectady - Troy	732	267
Abilene	728	268
Syracuse	728	268
Cumberland	725	270
Longview - Marshall	724	271
Boston - Lawrence - Salem - Lowell - Brockton	723	272
Tulsa	720	273
Asheville	719	274
South Bend - Mishawaka	719	274
Seattle	718	276
Buffalo	716	277
Sioux Falls	716	277
Bridgeport - Stamford - Norwalk - Danbury	715	279
Bloomington, Ind.	710	280
La Crosse	709	281
Lima	708	282
Lubbock	706	283
Bellingham	705	284
Fort Lauderdale - Hollywood - Pompano Beach	705	284
Honolulu	705	284
Bloomington - Normal	701	287
Springfield, Ill.	699	288
Anchorage	698	289
Naples	698	289
Wichita	694	291
Eugene - Springfield	693	292
Medford	691	293
Santa Barbara - Santa Maria - Lompoc	690	294
Dubuque	683	295
Topeka	683	295
Wichita Falls	683	295
Santa Fe	679	298
Burlington, Vt.	678	299
Great Falls	677	300
Roanoke	674	301
Kokomo	667	302
Amarillo	663	303
Rapid City	658	304
Casper	653	305
Niagara Falls	653	305
Sarasota	653	305
Oklahoma City	651	308
Boulder - Longmont	637	309
Fort Walton Beach	637	309
Panama City	613	311
Portland, Me.	608	312
Billings	603	313
Santa Cruz	603	313
Enid	589	315
Wilmington, N.C.	567	316
Pittsfield	566	317
Great Falls	505	318
San Francisco	491	319
Atlantic City	450	320
Total Above Areas	826	
United States Total	808	

1991 Per Capita Eating Place Sales

Metro Area	Per Capita Sales	Rank
Honolulu	1,769	1
Anchorage	1,650	2
San Francisco	1,501	3
Raleigh - Durham	1,281	4
Panama City	1,179	5
Portland, Me.	1,159	6
Atlantic City	1,114	7
Boston - Lawrence - Salem - Lowell - Brockton	1,096	8
Seattle	1,088	9
Orlando	1,081	10
Burlington, Vt.	1,059	11
Wilmington, N.C.	1,055	12
Pittsfield	1,038	13
Anaheim - Santa Ana	1,034	14
Santa Barbara - Santa Maria - Lompoc	1,027	15
Naples	994	16
Portland, Ore.	973	17
Santa Fe	972	18
San Jose	962	19
Fort Lauderdale - Hollywood - Pompano Beach	949	20
Sarasota	942	21
Fort Walton Beach	934	22
Portsmouth - Dover - Rochester	933	23
Ann Arbor	905	24
West Palm Beach - Boca Raton - Delray Beach	914	25
Boulder - Longmont	913	26
La Crosse	913	26
Spokane	911	28
Lexington-Fayette	908	29
Santa Cruz	898	30
New Bedford - Fall River - Attleboro	894	31
Los Angeles - Long Beach	893	32
Wichita Falls	890	33
Fort Myers - Cape Coral	889	34
Dallas	882	35
Champaign - Urbana - Rantoul	880	36
Billings	872	37
Cincinnati	870	38
Manchester - Nashua	870	39
Amarillo	872	40
Atlanta	871	41
Bloomington - Normal	869	42
Washington	868	43
Indianapolis	867	44
Salinas - Seaside - Monterey	866	45
Nashville	865	46
Oakland	865	47
Springfield, Mass.	849	48
Albuquerque	848	49
Austin	848	49
San Diego	847	51
Jacksonville, Fla.	846	52
Denver	840	53
Columbia, S.C.	838	54
Bridgeport - Stamford - Norwalk - Danbury	828	55
Sioux Falls	827	56
Cedar Rapids	824	57
Bradenton	823	58
Columbus, Ohio	822	59
Lubbock	822	59
Medford	822	59
Sacramento	820	62
Eugene - Springfield	819	63
Asheville	817	64
Lafayette, La.	817	64
New Haven - Waterbury - Meriden	816	66
New Orleans	816	66
Hartford - New Britain - Middletown - Bristol	813	68
Bellingham	812	69
Rapid City	812	69
Wichita	811	71
Chicago	808	72
Daytona Beach	804	73
Minneapolis - St. Paul	804	73
Bloomington, Ind.	802	75
Monroe	800	76
Santa Rosa - Petaluma	800	76
Madison	799	78
Knoxville	798	79
Roanoke	798	79
Iowa City	796	81
Des Moines	795	82
Miami - Hialeah	795	82
Worcester - Fitchburg - Leominster	795	82
Topeka	793	85
Phoenix	779	86
Gainesville	776	87
Louisville	775	88
Cheyenne	772	89
Decatur, Ill.	772	89
Savannah	771	91
Kalamazoo	769	92
Lake County, Ill.	768	93
San Antonio	767	94
Tallahassee	767	94
Kokomo	765	96
Tyler	765	96
New London - Norwich	762	98
South Bend - Mishawaka	759	99
Evansville	756	100
Boise	753	101
Lawrence, Kans.	756	102
Benton Harbor	755	103
Lafayette - West Lafayette	753	104
Oxnard - Ventura	752	105
Sonoma	751	106
St. Louis	749	107
Dubuque	744	108
Kansas City	743	109
Rochester, Minn.	743	109
Galveston - Texas City	742	111
Oklahoma City	742	111
Davenport - Rock Island - Moline	741	113
Tampa - St. Petersburg - Clearwater	738	114
Toledo	738	114
Providence - Pawtucket - Woonsocket	737	116
Fort Collins - Loveland	735	117
Fort Wayne	735	117
Omaha	733	119
Fargo - Moorhead	732	120
Great Falls	731	121
Las Vegas	731	121
Milwaukee	731	121
Lewiston - Auburn	726	124
Green Bay	725	125
Bangor - Pascus	724	126
Tulsa	723	127
Dayton - Springfield	721	128
Akron	716	129
Greensboro - Winston-Salem - High Point	716	129
Charlottesville	715	131
Huntsville	715	131
Reno	714	133
Macon - Warner Robins	711	134
Lincoln	704	135
Rockford	704	136
Salem, Ore.	703	137
Greenville - Spartanburg	703	138
Melbourne - Titusville - Palm Bay	702	138
Charlotte - Gastonia - Rock Hill	701	140
Lansing	699	141
Detroit	699	142
Grand Forks	698	143
Richland - Kennewick - Pasco	698	143
State College	698	143
Fort Smith	694	146
Sioux City	693	147
Springfield, Mo.	689	148
Augusta	687	149
Bangor	686	150
Buffalo	686	150
Casper	686	150
Terre Haute	686	150
Battle Creek	684	154
Cleveland	684	154
Eau Claire	683	156
Lima	682	157
Nassau - Suffolk	679	158
New York	676	159
Abilene	675	160
Saginaw - Bay City - Midland	675	160
Fresno	674	162
Ocala	673	163
Waco	673	163
Houston	672	165
Montgomery	671	166
Olympia	671	166
Norfolk - Virginia Beach - Newport News	670	168
Bismarck	669	169
Charleston, W.Va.	669	169
Fort Pierce	669	169
Richmond - Petersburg	668	172
Lansing - East Lansing	666	173
Mansfield	666	173
Charleston, S.C.	663	175
Stockton	662	176
Canton	661	177
Grand Forks	661	177
Albany - Schenectady - Troy	660	179
Columbia, Mo.	660	179
Columbus, Ga.	660	179
Little Rock - North Little Rock	660	179
Pensacola	660	179
Vallejo - Fairfield - Napa	660	179
Athens	659	185
Colorado Springs	658	186
Joplin	656	187
Baltimore	654	188
Fort Worth - Arlington	654	188
Middlesex - Somerset - Hunterdon	651	190
Muncie	650	191
Springfield, Ill.	650	191
Grand Rapids	648	193
Biloxi - Gulfport	643	194
Elkhart - Goshen	643	194
Lynchburg	643	194
Shreveport	643	194
Redding	642	198
Lancaster	640	199
Pueblo	640	199
Salem	640	199
Syracuse	640	199
Yakima	640	199
Peoria	638	204
Reading	637	205
Janesville - Beloit	635	206
Riverside - San Bernardino	633	207
Trenton	633	207
Appleton - Oshkosh - Neenah	632	209
Longview - Marshall	632	209
Birmingham	631	211
Monmouth - Ocean	631	211
Tucson	629	213
Muskegon	628	214
Jackson, Miss.	627	215
Bryan - College Station	626	216
Newark	625	217
Rochester, N.Y.	625	217
Poughkeepsie	622	219
Chattanooga	619	220
Albany, Ga.	618	221
Hickory - Morganton	618	221
Bakersfield	616	223
Wilmington, Del.	616	223
Modesto	614	225
Anniston	612	226
Aurora - Elgin	610	227
Salt Lake City - Ogden	610	227
San Angelo	610	227
Chico	606	230
Vancouver	603	231
Harrisburg - Lebanon - Carlisle	602	232
Victoria	602	232
Owensboro	601	234
Pittsburgh	601	234
Beaumont - Port Arthur	600	236
Youngstown - Warren	600	236
Waterloo - Cedar Falls	596	238
Burlington, N.C.	594	239
Erie	592	240
Mobile	592	240
Enid	590	242
Corpus Christi	589	243
Gary - Hammond	588	244
Odessa	586	245
Wausau	584	246
Cumberland	583	247
Fort	582	248
Scranton - Wilkes-Barre	582	248
Wheeling	581	250
Altoona	580	251
Anderson, Ind.	577	252
Utica - Rome	577	252
Florence, S.C.	576	254
Binghamton	573	255
Fayetteville, N.C.	573	255
Niagara Falls	573	255
Parkersburg - Marietta	573	255
Philadelphia	570	259
Texarkana	568	260
Tuscaloosa	567	261
Allentown - Bethlehem - Easton	566	262
Kenosha	565	263
Memphis	564	264
Florence, Ala.	560	265
Sheboygan	554	266
Fayetteville - Springdale	552	267
Hamilton - Middletown	551	268
Jackson, Tenn.	550	269
Lakeland - Winter Haven	550	269
Decatur, Ala.	549	271
Anderson, S.C.	548	272
Duluth	546	273
Elmira	545	274
Lake Charles	545	274
Baton Rouge	543	276
Midland, Tex.	540	277
Johnson City - Kingsport - Bristol	539	278
Sherman - Denison	537	279
Orange County, N.Y.	536	280
Alexandria, La.	535	281
Jacksonville, N.C.	533	282
York	529	283
Bremerton	526	284
Clarksville - Hopkinsville	526	284
Huntington - Ashland	526	284
Racine	524	287
Jackson, Mich.	517	288
St. Cloud	517	288
Gadsden	505	290
Houma - Thibodaux	505	290
Kankakee	496	292
Hagerstown	495	293
Lorain - Elyria	493	294
Laredo	484	295
Danville, Va.	482	296
Greeley	480	297
Pascagoula	474	298
Pine Bluff	473	299
Yuma	473	299
Williamsport	472	301
Sharon	471	302
El Paso	466	303
Joliet	464	304
Lawton	463	305
Killeen - Temple	461	306
Brazoria	448	307
Brownsville - Harlingen	446	308
Jamestown - Dunkirk	445	309
Jersey City	440	310
Las Cruces	432	311
Steubenville - Weirton	427	312
Yuba City	424	313
Johnstown	418	314
Merced	408	315
Vineland - Millville - Bridgeton	400	316
Beaver County, Pa.	394	317
Visalia - Tulare - Porterville	389	318
McAllen - Edinburg - Mission	332	319
Provo - Orem	330	320
Total Above Areas	760	
United States Total	668	

1991 Per Capita Fast Food Sales

Metro Area	Per Capita Sales	Rank
Honolulu	632	1
Raleigh - Durham	607	2
Wilmington, N.C.	553	3
Anchorage	535	4
Indianapolis	459	5
Lexington-Fayette	451	6
Huntsville	434	7
Panama City	430	8
Asheville	428	9
Santa Fe	426	10
Dothan	425	11
Jacksonville, Fla.	423	12
Louisville	422	13
Portland, Me.	420	14
Bloomington, Ind.	417	15
Nashville	412	16
Wichita Falls	411	17
Columbus, Ohio	409	18
Montgomery	407	19
Topeka	407	19
Amarillo	403	21
Atlanta	402	22
Charleston, W.Va.	398	23
Kokomo	397	24
Columbia, S.C.	396	25
South Bend - Mishawaka	396	26
Evansville	394	27
Spokane	394	27
Lawrence, Kans.	393	29
Anaheim - Santa Ana	392	30
Lafayette - West Lafayette	391	31
Wichita	391	31
Savannah	390	33
Lafayette, La.	389	34
Ann Arbor	385	35
Decatur, Ala.	384	36
Monroe	381	37
Lubbock	380	38
San Francisco	380	38
Biloxi - Gulfport	379	40
Dayton - Springfield	379	40
Greenville - Spartanburg	376	42
Seattle	373	43
Austin	372	44
Cincinnati	372	44
Fort Smith	372	44
Anniston	371	47
Cedar Rapids	364	48
Charlotte - Gastonia - Rock Hill	364	48
Naples	364	48
Orlando	364	48
San Antonio	364	48
San Jose	364	48
Portland, Ore.	363	54
Fargo - Moorhead	362	55
Champaign - Urbana - Rantoul	360	56
Knoxville	359	57
Macon - Warner Robins	359	57
Augusta	358	59
Pensacola	358	59
St. Louis	357	61
Terre Haute	357	61
Kansas City	356	63
Albuquerque	355	64
Bloomington - Normal	355	64
Atlantic City	354	66
Dallas	354	66
Sacramento	354	66
Tyler	353	69
Tulsa	348	70
Iowa City	347	71
Chattanooga	346	72
La Crosse	346	72
Wheeling	346	72
Billings	345	76
Birmingham	345	76
Roanoke	345	76
Fort Walton Beach	344	78
New Bedford - Fall River - Attleboro	344	78
Tuscaloosa	344	78
Parkersburg - Marietta	343	81
Galveston - Texas City	342	82
Oklahoma City	342	82
Santa Cruz	342	82
Owensboro	341	85
Florence, Ala.	340	86
Davenport - Rock Island - Moline	338	87
Muncie	338	87
Santa Barbara - Santa Maria - Lompoc	338	87
Boise	337	90
Little Rock - North Little Rock	335	91
Sioux Falls	335	91
Elkhart - Goshen	334	93
Johnson City - Kingsport - Bristol	334	93
Athens	333	95
Columbus, Ga.	333	95
New Orleans	332	97
Oakland	332	97
Shreveport	332	97
Greensboro - Winston-Salem - High Point	331	100
Rapid City	329	101
Bismarck	328	102
Boulder - Longmont	328	102
Daytona Beach	328	102
Dubuque	328	102
San Diego	328	102
Springfield, Mo.	328	102
Grand Forks	325	108
Medford	325	108
Des Moines	324	110
Eugene - Springfield	324	110
Hickory - Morganton	324	110
Lima	324	110
Lincoln	323	114
Omaha	323	114
Los Angeles - Long Beach	322	116
Kalamazoo	320	117
Fresno	319	118
Stockton	319	118
Akron	318	120
Bakersfield	318	120
Jackson, Miss.	317	122
Oxnard - Ventura	317	122
Canton	316	124
Cheyenne	316	124
Mansfield	316	124
Mobile	316	124
Decatur, Ill.	315	128
Fort Wayne	315	128
Benton Harbor	314	130
Columbia, Mo.	314	130
Norfolk - Virginia Beach - Newport News	314	130
Salt Lake City - Ogden	314	130
Charlottesville	313	134
Huntington - Ashland	313	134
Phoenix	313	134
Abilene	312	137
Albany, Ga.	312	137
Joplin	312	137
Burlington, N.C.	311	140
Corpus Christi	310	141
Toledo	310	141
Waco	310	141
Richmond - Petersburg	309	144
Gadsden	307	145
Fort Worth - Arlington	306	146
Reno	305	147
St. Joseph	305	147
Sioux City	305	147
Vallejo - Fairfield - Napa	305	147
Las Vegas	304	151
Beaumont - Port Arthur	303	152
Madison	303	152
Riverside - San Bernardino	303	152
Bradenton	301	155
Anderson, Ind.	300	156
Bellingham	300	156
Fayetteville - Springdale	300	156
Fayetteville, N.C.	300	156
Lansing - East Lansing	298	160
Peoria	298	160
Washington	297	162
Enid	295	163
Minneapolis - St. Paul	295	163
Pittsfield	293	165
Boston - Lawrence - Salem - Lowell - Brockton	292	166
Longview - Marshall	292	166
Cleveland	291	168
Gary - Hammond	291	168
Bryan - College Station	289	170
Chicago	289	170
Detroit	289	170
Colorado Springs	288	173
Denver	288	173
Rockford	288	173
Tacoma	288	173
Fort Lauderdale - Hollywood - Pompano Beach	287	177
Great Falls	287	177
Manchester - Nashua	287	177
Burlington, Vt.	286	180
Battle Creek	285	181
Lake County, Ill.	285	181
Salinas - Seaside - Monterey	285	181
Santa Rosa - Petaluma	285	181
Florence, S.C.	284	185
Gainesville	284	185
Jackson, Tenn.	284	185
Springfield, Mass.	284	185
Lynchburg	282	189
Milwaukee	282	189
Casper	281	191
San Angelo	281	191
Tallahassee	281	191
Pascagoula	280	194
Jacksonville, N.C.	279	195
Salem, Ore.	278	196
Tampa - St. Petersburg - Clearwater	278	196
Victoria	278	196
Flint	276	199
Youngstown - Warren	276	199
Buffalo	275	201
Green Bay	275	201
Houston	275	201
Memphis	274	204
Rochester, Minn.	274	204
Baltimore	273	206
Portsmouth - Dover - Rochester	273	206
Baton Rouge	272	208
Charleston, S.C.	271	209
Clarksville - Hopkinsville	271	209
Odessa	271	209
Anderson, S.C.	270	212
Saginaw - Bay City - Midland	270	212
Duluth	269	214
Lakeland - Winter Haven	267	215
Melbourne - Titusville - Palm Bay	267	215
Springfield, Ill.	266	217
Fort Collins - Loveland	264	218
New Haven - Waterbury - Meriden	264	218
New London - Norwich	263	220
Texarkana	263	220
Waterloo - Cedar Falls	263	220
Hamilton - Middletown	262	223
Worcester - Fitchburg - Leominster	262	223
Lewiston - Auburn	261	225
Muskegon	261	225
Eau Claire	259	227
Lake Charles	259	227
Richland - Kennewick - Pasco	258	229
Pine Bluff	257	230
Alexandria, La.	256	231
West Palm Beach - Boca Raton - Delray Beach	255	231
Miami - Hialeah	254	233
State College	254	233
Hartford - New Britain - Middletown - Bristol	253	235
Wilmington, Del.	253	235
Fort Myers - Cape Coral	252	237
Grand Rapids	252	237
Harrisburg - Lebanon - Carlisle	252	237
Appleton - Oshkosh - Neenah	251	240
Aurora - Elgin	249	241
Midland, Tex.	249	241
Providence - Pawtucket - Woonsocket	249	241
Olympia	248	244
Sherman - Denison	248	244
Ocala	247	246
Bangor	246	247
Cumberland	246	247
Fort Pierce	245	249
Redding	244	250
Rochester, N.Y.	243	251
Janesville - Beloit	241	252
Houma - Thibodaux	240	253
Yakima	237	254
Lorain - Elyria	234	255
Modesto	233	256
Lawton	231	257
Chico	230	258
Pueblo	230	258
Sarasota	230	258
Scranton - Wilkes-Barre	230	258
Laredo	224	262
Vancouver	223	263
Reading	222	264
Pittsburgh	221	265
Wausau	221	265
Bridgeport - Stamford - Norwalk - Danbury	220	267
El Paso	219	268
Syracuse	219	268
Erie	216	270
Albany - Schenectady - Troy	215	271
Jackson, Mich.	215	271
Kenosha	214	273
Killeen - Temple	213	274
Altoona	211	275
Danville, Va.	211	275
Shelbyville	210	277
Hagerstown	208	278
Middlesex - Somerset - Hunterdon	208	278
Brazoria	207	280
Brownsville - Harlingen	206	281
Kankakee	203	282
Bergen - Passaic	202	283
York	202	283
Allentown - Bethlehem - Easton	201	285
Duluth	201	285
Steubenville - Weirton	201	285
Lancaster	200	288
Racine	199	289
Trenton	199	289
Glens Falls	196	291
Bremerton	194	292
St. Cloud	191	293
Joliet	190	294
Newark	190	294
Las Cruces	189	296
Yuma	187	297
Philadelphia	186	298
Monmouth - Ocean	179	299
Nassau - Suffolk	174	300
Poughkeepsie	174	300
Jamestown - Dunkirk	173	302
Greeley	172	303
Sharon	172	303
Williamsport	172	303
Provo - Orem	169	306
Utica - Rome	161	307
Yuba City	161	307
Binghamton	160	309
Niagara Falls	160	309
Jersey City	157	311
Merced	156	312
McAllen - Edinburg - Mission	153	313
New York	153	313
Elmira	152	315
Johnstown	152	315
Orange County, N.Y.	150	317
Visalia - Tulare - Porterville	148	318
Beaver County, Pa.	143	319
Vineland - Millville - Bridgeton	126	320
Total Above Areas	298	
United States Total	281	

1991 Per Capita Restaurant Sales

Metro Area	Per Capita Sales	Rank
San Francisco	926	1
Honolulu	849	2
Atlantic City	709	3
Pittsfield	681	4
Burlington, Vt	679	5
Portland, Me	672	6
Anchorage	667	7
Boston · Lawrence · Salem · Lowel · Brockton	645	8
Panama City	642	9
Santa Barbara · Santa Maria · Lompoc	642	9
Sarasota	640	11
Orlando	626	12
Seattle	616	13
West Palm Beach · Boca Raton · Delray Beach	600	14
Fort Lauderdale · Hollywood · Pompano Beach	596	15
Portsmouth · Dover · Rochester	588	16
Fort Myers · Cape Coral	571	17
Salinas · Seaside · Monterey	559	18
Anaheim · Santa Ana	546	19
Naples	541	20
Raleigh · Durham	530	21
Portland, Ore	516	22
Manchester · Nashua	515	23
Fort Walton Beach	511	24
La Crosse	501	25
Springfield, Mass	499	26
San Jose	498	27
Bridgeport · Stamford · Norwalk · Danbury	484	28
Boulder · Longmont	481	29
Santa Cruz	479	30
Los Angeles · Long Beach	477	31
Billings	474	32
New Bedford · Fall River · Attleboro	466	33
New Haven · Waterbury · Meriden	464	34
Ann Arbor	458	35
Bellingham	454	36
San Diego	454	36
Santa Fe	452	38
Madison	450	39
Binderton	448	40
Sioux Falls	447	41
Spokane	447	41
Oakland	446	43
Hartford · New Britain · Middletown · Bristol	444	44
Washington	441	45
Rapid City	439	46
Denver	438	47
Worcester · Fitchburg · Leominster	438	47
Medford	433	49
Santa Rosa · Petaluma	432	50
Eugene · Springfield	431	51
New London · Norwich	425	52
Gainesville	423	53
Champaign · Urbana · Rantoul	422	54
Cheyenne	422	54
Tacoma	422	54
Chicago	421	57
Minneapolis · St. Paul	421	57
Providence · Pawtucket · Woonsocket	420	59
Lewiston · Auburn	418	60
Miami · Hialeah	418	60
Tallahassee	418	60
Bloomington · Normal	416	63
Daytona Beach	413	64
Sacramento	412	65
Cincinnati	410	66
Albuquerque	408	67
Monmouth · Ocean	402	68
Lancaster	401	69
Green Bay	398	70
Lake County, Ill.	398	70
Rochester, Minn.	398	70
Bangor	396	73
Great Falls	396	73
Wilmington, N.C.	393	75
Richland · Kennewick · Pasco	391	76
New York	388	77
Oxnard · Ventura	388	77
Tampa · St. Petersburg · Clearwater	388	77
Cedar Rapids	387	80
Fort Collins · Loveland	387	80
Glens Falls	385	82
Fort Wayne	383	83
Kalamazoo	381	84
Nashville	381	84
Bergen · Passaic	380	86
Milwaukee	379	87
Nassau · Suffolk	379	87
Olympia	376	89
Casper	375	90
Eau Claire	375	90
Phoenix	375	90
Benton Harbor	374	93
Knoxville	372	94
Saginaw · Bay City · Midland	372	94
Decatur, Ill.	370	96
Iowa City	370	96
Salem, Ore.	370	96
Dallas	369	99
Reading	368	100
Austin	367	101
Ocala	366	102
Albany · Schenectady · Troy	366	103
Boise	365	104
Fort Pierce	364	105
State College	361	106
Des Moines	360	107
Middlesex · Somerset · Hunterdon	360	107
Yakima	358	109
Atlanta	356	110
New Orleans	356	110
Jacksonville, Fla.	354	112
Toledo	354	112
Fargo · Moorhead	353	114
Wichita Falls	352	115
Grand Rapids	351	116
Akron	350	117
Dubuque	350	117
Lexington-Fayette	350	117
Roanoke	350	117
Janesville · Beloit	349	121
Melbourne · Titusville · Palm Bay	349	121
Amarillo	345	123
Poughkeepsie	343	124
Redding	342	125
Columbus, Ohio	341	126
Omaha	341	126
Battle Creek	339	128
Vallejo · Fairfield · Napa	339	128
Trenton	338	130
Pueblo	337	131
Rockford	337	131
Vancouver	337	131
Davenport · Rock Island · Moline	336	134
Lansing · East Lansing	332	135
Buffalo	331	136
Reno	331	136
Lincoln	329	138
Detroit	328	139
Modesto	327	140
Lubbock	326	141
Appleton · Oshkosh · Neenah	325	142
Sioux City	325	142
Bismarck	323	144
Cleveland	323	144
Chico	322	146
Las Vegas	322	146
Syracuse	321	148
Wausau	321	148
Charleston, S.C.	319	150
Grand Forks	319	150
Charlottesville	318	152
Utica · Rome	318	152
Wichita	318	152
Niagara Falls	317	155
Binghamton	316	156
Stockton	316	156
Canton	315	158
Bloomington, Ind.	314	159
Fresno	312	160
Springfield, Ill.	312	160
Muskegon	311	162
Kenosha	310	163
Rochester, N.Y.	309	164
Pittsburgh	308	165
Erie	307	166
Kansas City	305	167
Newark	305	167
Asheville	304	169
Sheboygan	304	169
Columbia, S.C.	303	171
Lafayette, La.	303	171
San Antonio	303	171
Tucson	303	171
Tyler	303	171
Colorado Springs	302	176
Wilmington, Del.	302	176
Elmira	301	178
Indianapolis	301	178
Altoona	300	180
Philadelphia	300	180
Harrisburg · Lebanon · Carlisle	299	182
Kokomo	299	182
Lima	298	184
Scranton · Wilkes-Barre	298	184
Monroe	297	186
South Bend · Mishawaka	297	186
Evansville	296	188
Houston	296	188
Orange County, N.Y.	296	188
Lafayette · West Lafayette	295	191
Riverside · San Bernardino	295	191
Bremerton	294	193
Galveston · Texas City	294	193
Duluth	292	195
Norfolk · Virginia Beach · Newport News	293	195
Topeka	293	195
Aurora · Elgin	292	198
Mansfield	292	198
Savannah	292	198
Racine	288	201
Louisville	286	202
Lynchburg	286	202
Lawrence, Kans.	282	204
St. Louis	282	204
Oklahoma City	281	206
Waterloo · Cedar Falls	280	207
York	279	208
Dayton · Springfield	278	209
Springfield, Mo.	278	209
Baltimore	277	211
St. Cloud	277	211
Richmond · Petersburg	276	213
Allentown · Bethlehem · Easton	273	214
Greensboro · Winston-Salem · High Point	273	214
Bakersfield	271	216
Macon · Warner Robins	270	217
Terre Haute	268	218
Abilene	267	219
Columbia, Mo.	267	219
Waco	266	221
Joplin	265	222
Flint	264	223
Youngstown · Warren	264	223
Cumberland	263	225
Pensacola	262	226
Tulsa	262	226
Charlotte · Gastonia · Rock Hill	261	228
Peoria	261	228
St. Joseph	259	230
Greenville · Spartanburg	258	231
Yuma	258	231
Fort Worth · Arlington	257	233
Jackson, Mich.	256	234
Muncie	254	235
Greeley	253	236
Columbus, Ga.	251	237
Elkhart · Goshen	251	237
Athens	250	239
Longview · Marshall	250	239
Gary · Hammond	249	241
Bryan · College Station	248	242
Little Rock · North Little Rock	245	243
Sharon	244	244
Williamsport	244	244
Lakeland · Winter Haven	242	246
Shreveport	242	246
Hamilton · Middletown	241	248
San Angelo	241	248
Fort Smith	238	250
Kankakee	238	250
Salt Lake City · Ogden	238	250
Victoria	238	250
Augusta	236	254
Albany, Ga.	235	255
Jamestown · Dunkirk	233	256
Jackson, Miss.	232	257
Odessa	232	257
Florence, S.C.	231	259
Hickory · Morganton	230	260
Chattanooga	227	261
Jersey City	227	261
Anderson, Ind.	226	263
Yuba City	226	263
Texarkana	225	265
Hagerstown	224	266
Joliet	223	267
Burlington, N.C.	221	268
Mobile	221	268
Anderson, S.C.	220	270
Jackson, Tenn.	218	271
Beaumont · Port Arthur	217	272
Merced	217	272
Vineland · Millville · Bridgeton	217	272
Johnstown	216	275
Lorain · Elyria	216	275
Huntsville	215	277
Charleston, W.Va.	214	278
Danville, Va.	214	278
Memphis	214	278
Midland, Tex.	214	278
Fayetteville, N.C.	213	282
Sherman · Denison	213	282
Corpus Christi	212	284
Owensboro	212	284
Birmingham	211	286
Enid	211	286
Dothan	210	288
Clarksville · Hopkinsville	209	289
Visalia · Tulare · Porterville	207	290
Beaver County, Pa.	204	291
Lake Charles	202	292
Montgomery	202	292
Las Cruces	201	294
Alexandria, La.	199	295
Jacksonville, N.C.	199	295
Baton Rouge	198	297
Biloxi · Gulfport	194	298
Fayetteville · Springdale	192	299
Laredo	192	299
Steubenville · Weirton	189	301
Houma · Thibodaux	188	302
Wheeling	187	303
El Paso	186	304
Anniston	184	305
Killeen · Temple	183	306
Parkersburg · Marietta	183	306
Brazoria	177	308
Brownsville · Harlingen	177	308
Tuscaloosa	170	310
Huntington · Ashland	169	311
Florence, Ala.	168	312
Lawton	166	313
Pine Bluff	165	314
Johnson City · Kingsport · Bristol	154	315
Gadsden	152	316
Pascagoula	143	317
Decatur, Ala.	134	318
Provo · Orem	132	319
McAllen · Edinburg · Mission	131	320
Total Above Areas	374	
United States Total	340	

1991 Total Population

ADI	Population (000)	Rank
New York	18,758.4	1
Los Angeles	13,838.1	2
Chicago	8,447.7	3
Philadelphia	7,245.8	4
San Francisco - Oakland - San Jose	5,971.5	5
Boston	5,745.7	6
Washington, D.C.	4,852.3	7
Dallas - Ft. Worth	4,769.6	8
Detroit	4,689.5	9
Houston	4,097.4	10
Atlanta	3,933.2	11
Cleveland	3,757.6	12
Minneapolis - St. Paul	3,718.2	13
Seattle - Tacoma	3,640.6	14
Miami - Ft. Lauderdale	3,367.3	15
Sacramento - Stockton	3,204.1	16
Tampa - St. Petersburg	2,998.4	17
St. Louis	2,946.1	18
Pittsburgh	2,941.0	19
Phoenix	2,727.3	20
Denver	2,626.5	21
Baltimore	2,612.2	22
San Diego	2,604.4	23
Hartford - New Haven	2,488.6	24
Orlando - Daytona Beach - Melbourne	2,376.8	25
Portland, Ore.	2,342.8	26
Indianapolis	2,328.7	27
Milwaukee	2,080.1	28
Cincinnati	2,030.8	29
Kansas City	2,008.3	30
Raleigh - Durham	1,988.1	31
Charlotte	1,965.0	32
Nashville	1,911.2	33
Salt Lake City	1,906.0	34
Columbus, Ohio	1,856.8	35
San Antonio - Victoria	1,800.6	36
Greenville - Spartanburg - Asheville	1,729.2	37
Grand Rapids - Kalamazoo - Battle Creek	1,726.9	38
Norfolk - Portsmouth - Newport News - Hampton	1,691.1	39
New Orleans	1,676.0	40
Memphis	1,641.2	41
Buffalo	1,627.0	42
Providence - New Bedford	1,535.7	43
Harrisburg - York - Lancaster - Lebanon	1,530.5	44
Albuquerque	1,466.0	45
Oklahoma City	1,471.9	46
Louisville	1,445.0	47
Fresno - Visalia	1,443.1	48
Wilkes Barre - Scranton	1,384.3	49
Birmingham	1,382.4	50
Greensboro - Winston-Salem - High Point	1,361.4	51
Dayton	1,337.3	52
Albany - Schenectady - Troy	1,337.0	53
West Palm Beach - Ft. Pierce - Vero Beach	1,320.6	54
Palm Springs	1,290.0	55
Charleston - Huntington	1,264.0	56
Jacksonville	1,263.6	57
Flint - Saginaw - Bay City	1,236.8	58
Little Rock	1,193.8	59
Richmond	1,163.5	60
Tulsa	1,157.5	61
Mobile - Pensacola	1,122.4	62
Toledo	1,103.8	63
Wichita - Hutchinson	1,100.8	64
Knoxville	1,075.7	65
Green Bay - Appleton	1,031.7	66
Rochester, N.Y.	1,008.0	67
Roanoke - Lynchburg	1,006.5	68
Shreveport - Texarkana	1,002.6	69
Austin, Tex.	982.3	70
Lexington	973.1	71
Syracuse	964.6	72
Des Moines	957.2	73
Omaha	946.7	74
Springfield - Decatur - Champaign	930.3	75
Portland - Poland Spring	898.7	76
Paducah - Cape Girardeau - Harrisburg - Marion	854.9	77
Las Vegas	840.1	78
Spokane	838.7	79
Springfield, Mo.	835.4	80
Columbia, S.C.	830.8	81
Tucson	821.5	82
Jackson, Miss.	815.9	83
South Bend - Elkhart	815.7	84
Cedar Rapids - Waterloo - Dubuque	807.4	85
Huntsville - Decatur - Florence	801.5	86
Davenport - Rock Island - Moline	781.8	87
Johnstown - Altoona	764.8	88
Chattanooga	764.5	89
El Paso	762.8	90
Burlington - Plattsburgh	741.3	91
Bristol - Kingsport - Johnson City	738.1	92
McAllen - Brownsville	733.7	93
Baton Rouge	732.7	94
Madison	727.1	95
Youngstown	717.3	96
Waco - Temple - Bryan	716.3	97
Evansville	687.4	98
Springfield, Mass.	678.9	99
Ft. Myers - Naples	675.5	100
Savannah	663.0	101
Colorado Springs - Pueblo	649.4	102
Greenville - New Bern - Washington	646.9	103
Charleston, S.C.	643.9	104
Salinas - Monterey	640.4	105
Ft. Wayne	639.5	106
Lansing	633.5	107
Lincoln - Hastings - Kearney	623.0	108
Santa Barbara - Santa Maria - San Luis Obispo	603.7	109
Peoria - Bloomington	587.8	110
Augusta	584.2	111
Montgomery - Selma	582.7	112
Bakersfield	581.5	113
Sioux Falls - Mitchell	576.8	114
Fargo	571.2	115
Tyler - Longview - Jacksonville	554.0	116
Tallahassee - Thomasville	541.8	117
Lafayette, La.	527.9	118
Macon	509.6	119
Corpus Christi	507.3	120
Columbus, Ga.	504.8	121
Ft. Smith	502.1	122
Yakima - Pasco - Richland - Kennewick	486.9	123
Traverse City - Cadillac	486.3	124
Monroe - El Dorado	478.3	125
Columbus - Tupelo	474.5	126
Reno	456.1	127
La Crosse - Eau Claire	455.6	128
Amarillo	447.4	129
Eugene	444.5	130
Wausau - Rhinelander	441.8	131
Chico - Redding	437.2	132
Duluth - Superior	431.8	133
Binghamton	425.7	134
Wichita Falls - Lawton	424.3	135
Florence - Myrtle Beach	422.4	136
Beaumont - Port Arthur	419.5	137
Topeka	418.4	138
Boise	417.6	139
Rockford	414.9	140
Sioux City	412.3	141
Terre Haute	411.2	142
Erie	410.4	143
Wheeling - Steubenville	399.6	144
Wilmington	392.0	145
Lubbock	378.9	146
Utica	377.4	147
Odessa - Midland	377.2	148
Albany, Ga.	366.0	149
Minot - Bismarck - Dickinson - Glendive	365.4	150
Columbia - Jefferson City	362.6	151
Bluefield - Beckley - Oak Hill	359.4	152
Medford	356.6	153
Joplin - Pittsburg	353.2	154
Rochester - Mason City - Austin	349.9	155
Bangor	334.9	156
Idaho Falls - Pocatello	327.4	157
Biloxi - Gulfport - Pascagoula	302.2	158
Abilene - Sweetwater	298.9	159
Sarasota	287.8	160
Quincy - Hannibal	275.2	161
Clarksburg - Weston	266.7	162
Watertown - Carthage	257.6	163
Panama City	257.3	164
Salisbury	253.2	165
Alexandria, La.	251.5	166
Laurel - Hattiesburg	251.5	166
Dothan	240.2	168
Rapid City	238.3	169
Elmira	236.2	170
Gainesville	234.5	171
Lake Charles	232.1	172
Harrisonburg	229.7	173
El Centro - Yuma	228.7	174
Billings - Hardin	224.1	175
Greenwood - Greenville	219.8	176
Jonesboro	210.7	177
Missoula	192.8	178
Ardmore - Ada	184.3	179
Meridian	180.4	180
Great Falls	169.3	181
Jackson, Tenn.	161.3	182
Grand Junction - Durango	159.2	183
Tuscaloosa	153.4	184
Marquette	151.6	185
Eureka	149.4	186
Lanolin	149.0	187
Parkersburg	148.6	188
San Angelo	135.8	189
Lafayette, Ind.	132.3	190
Butte	127.9	191
Bowling Green	122.8	192
Hagerstown	122.7	193
St. Joseph	119.2	194
Anniston	116.7	195
Lima	110.6	196
Charlottesville	110.3	197
Cheyenne - Scottsbluff (Sterling)	109.9	198
Casper - Riverton	108.6	199
Flagstaff	100.9	200
Twin Falls	96.8	201
Ottumwa - Kirksville	87.2	202
Presque Isle	86.2	203
Zanesville	82.5	204
Mankato	81.9	205
Bend	78.0	206
Helena	48.2	207
North Platte	44.9	208
Alpena	40.8	209
Total U.S. ADIs	251,920.8	

1991 Per Capita Effective Buying Income

ADI	Per Capita EBI	Rank
Washington, D.C.	19,261	1
San Francisco - Oakland - San Jose	19,035	2
New York	19,015	3
Hartford - New Haven	18,222	4
West Palm Beach - Ft. Pierce - Vero Beach	18,022	5
Boston	17,869	6
Sarasota	17,580	7
Chicago	17,240	8
Philadelphia	16,948	9
Seattle - Tacoma	16,561	10
Ft. Myers - Naples	16,254	11
Dallas - Ft. Worth	16,114	12
Denver	16,070	13
Santa Barbara - Santa Maria - San Luis Obispo	16,059	14
Los Angeles	15,903	15
Detroit	15,765	16
San Diego	15,681	17
Baltimore	15,657	18
Houston	15,586	19
Charlottesville	15,409	20
Rochester, N.Y.	15,331	21
Kansas City	15,219	22
Reno	15,212	23
Salinas - Monterey	15,199	24
Harrisburg - York - Lancaster - Lebanon	15,122	25
Albany - Schenectady - Troy	15,017	26
Rockford	15,012	27
St. Louis	15,008	28
Atlanta	14,975	29
Milwaukee	14,952	30
Austin, Tex.	14,948	31
Minneapolis - St. Paul	14,857	32
Madison	14,729	33
Miami - Ft. Lauderdale	14,725	34
Las Vegas	14,696	35
Peoria - Bloomington	14,626	36
Richmond	14,575	37
Cincinnati	14,553	38
Springfield, Mass.	14,512	39
Omaha	14,481	40
Providence - New Bedford	14,326	41
Portland, Ore.	14,309	42
Portland - Poland Spring	14,258	43
Cleveland	14,246	44
Sacramento - Stockton	14,245	45
Helena	14,226	46
Palm Springs	14,218	47
Des Moines	14,204	48
Columbus, Ohio	14,199	49
Indianapolis	14,179	50
Dayton	14,163	51
Springfield - Decatur - Champaign	14,148	52
Bend	14,029	53
Orlando - Daytona Beach - Melbourne	14,009	54
Pittsburgh	13,964	55
Lansing	13,916	56
Tampa - St. Petersburg	13,712	57
Cheyenne - Scottsbluff (Sterling)	13,688	58
Wichita - Hutchinson	13,686	59
Cedar Rapids - Waterloo - Dubuque	13,684	60
Syracuse	13,647	61
Lincoln - Hastings - Kearney	13,570	62
Davenport - Rock Island - Moline	13,556	63
Greensboro - Winston-Salem - High Point	13,522	64
Grand Rapids - Kalamazoo - Battle Creek	13,475	65
Ft. Wayne	13,468	66
Charlotte	13,403	67
Lafayette, Ind.	13,374	68
Phoenix	13,346	69
Missoula	13,343	70
Toledo	13,316	71
Nashville	13,267	72
Green Bay - Appleton	13,256	73
South Bend - Elkhart	13,248	74
Binghamton	13,242	75
Raleigh - Durham	13,206	76
Burlington - Plattsburgh	13,204	77
Rochester - Mason City - Austin	13,194	78
Sioux Falls - Mitchell	13,193	79
Jacksonville	13,190	80
Rapid City	13,181	81
Twin Falls	13,164	82
Norfolk - Portsmouth - Newport News - Hampton	13,162	83
Casper - Riverton	13,157	84
North Platte	13,150	85
Louisville	13,145	86
Boise	13,092	87
Huntsville - Decatur - Florence	13,009	88
Butte	12,957	89
Topeka	12,943	90
Buffalo	12,925	91
Billings - Hardin	12,917	92
Erie	12,890	93
Flint - Saginaw - Bay City	12,785	94
New Orleans	12,738	95
Wilkes Barre - Scranton	12,728	96
Salisbury	12,664	97
Columbia - Jefferson City	12,637	98
Birmingham	12,626	99
Baton Rouge	12,568	100
Evansville	12,562	101
Colorado Springs - Pueblo	12,578	102
Grand Junction - Durango	12,575	103
Utica	12,563	104
Spokane	12,514	105
Sioux City	12,478	106
Parkersburg	12,455	107
Wausau - Rhinelander	12,433	108
Hagerstown	12,378	109
Odessa - Midland	12,359	110
Elmira	12,350	111
Harrisonburg	12,340	112
Greenville - Spartanburg - Asheville	12,283	113
Eugene	12,279	114
Tyler - Longview - Jacksonville	12,279	114
Great Falls	12,249	116
Youngstown	12,234	117
Beaumont - Port Arthur	12,204	118
San Angelo	12,194	119
Bakersfield	12,180	120
Tuscaloosa	12,166	121
Oklahoma City	12,165	122
Fargo	12,125	123
Tulsa	12,118	124
Amarillo	12,110	125
Little Rock	12,107	126
Chattanooga	12,064	127
Columbia, S.C.	12,031	128
Yakima - Pasco - Richland - Kennewick	11,992	129
Eureka	11,987	130
La Crosse - Eau Claire	11,987	130
Bangor	11,961	132
Tucson	11,970	133
Lake Charles	11,906	134
Knoxville	11,861	135
Mobile - Pensacola	11,935	136
Terre Haute	11,902	137
Portland	11,874	138
Lima	11,899	139
Memphis	11,887	140
Chico - Redding	11,886	141
Roanoke - Lynchburg	11,885	141
Charleston, S.C.	11,855	143
San Antonio - Victoria	11,846	144
Minot - Bismarck - Dickinson - Glendive	11,835	145
Lubbock	11,825	146
Idaho Falls - Pocatello	11,762	147
Mankato	11,718	148
Ft. Smith	11,707	149
Lexington	11,695	150
Duluth - Superior	11,693	151
Quincy - Hannibal	11,657	152
Wheeling - Steubenville	11,634	153
Gainesville	11,631	154
Salt Lake City	11,613	155
Albuquerque	11,575	156
St. Joseph	11,575	156
Waco - Temple - Bryan	11,567	158
Johnstown - Altoona	11,534	159
Zanesville	11,468	160
Abilene - Sweetwater	11,405	161
Jackson, Tenn.	11,400	162
Macon	11,357	163
Tallahassee - Thomasville	11,356	164
Anniston	11,346	165
Dothan	11,329	166
Wilmington	11,319	167
Corpus Christi	11,312	168
Shreveport - Texarkana	11,305	169
Traverse City - Cadillac	11,297	170
Wichita Falls - Lawton	11,289	171
Panama City	11,282	172
Bowling Green	11,256	173
Springfield, Mo.	11,240	174
Greenville - New Bern - Washington	11,224	175
Fresno - Visalia	11,210	176
Paducah - Cape Girardeau - Harrisburg - Marion	11,209	177
Alpena	11,110	178
Joplin - Pittsburg	11,075	179
Augusta	11,067	180
Montgomery - Selma	11,065	181
Savannah	11,056	182
Marquette	10,998	183
Florence - Myrtle Beach	10,974	184
Watertown - Carthage	10,953	185
Ottumwa - Kirksville	10,896	186
Biloxi - Gulfport - Pascagoula	10,888	187
Jackson, Miss.	10,874	188
Bristol - Kingsport - Johnson City	10,836	189
Presque Isle	10,782	190
Columbus, Ga.	10,704	191
Charleston - Huntington	10,600	192
Lafayette, La.	10,556	193
Jonesboro	10,538	194
Monroe - El Dorado	10,426	195
Columbus - Tupelo	10,259	196
Alexandria, La.	10,124	197
Meridian	10,048	198
Clarksburg - Weston	10,025	199
Flagstaff	9,997	200
Bluefield - Beckley - Oak Hill	9,980	201
Laurel - Hattiesburg	9,824	202
El Paso	9,664	203
El Centro - Yuma	9,638	204
Albany, Ga.	9,594	205
Ardmore - Ada	9,439	206
Greenwood - Greenville	8,428	207
Laredo	7,319	208
McAllen - Brownsville	7,311	209
Total U.S. ADIs	14,667	

1991 Eating Place Sales

ADI	Sales ($000)	Rank
New York	12,445,514	1
Los Angeles	12,167,468	2
Chicago	6,335,345	3
San Francisco - Oakland - San Jose	6,278,100	4
Boston	6,003,479	5
Philadelphia	4,411,641	6
Washington, D.C.	3,965,942	7
Dallas - Ft. Worth	3,567,919	8
Seattle - Tacoma	3,362,567	9
Detroit	3,341,422	10
Atlanta	3,079,603	11
Miami - Ft. Lauderdale	2,936,601	12
Houston	2,658,192	13
Minneapolis - St. Paul	2,507,784	14
Cleveland	2,453,286	15
Sacramento - Stockton	2,264,031	16
San Diego	2,236,415	17
Denver	2,164,255	18
Orlando - Daytona Beach - Melbourne	2,064,650	19
Tampa - St. Petersburg	2,076,330	20
St. Louis	2,028,103	21
Portland, Ore	2,002,692	22
Phoenix	1,961,243	23
Hartford - New Haven	1,917,619	24
Indianapolis	1,703,846	25
Baltimore	1,692,295	26
Pittsburgh	1,392,791	27
Raleigh - Durham	1,164,092	28
Cincinnati	1,140,261	29
Milwaukee	1,423,545	30
Kansas City	1,382,010	31
Columbus, Ohio	1,340,325	32
Providence - New Bedford	1,268,892	33
Charlotte	1,239,711	34
Nashville	1,225,344	35
San Antonio - Victoria	1,213,219	36
New Orleans	1,196,401	37
West Palm Beach - Ft. Pierce - Vero Beach	1,109,630	38
Norfolk - Portsmouth - Newport News - Hampton	1,094,141	39
Greenville - Spartanburg - Asheville	1,070,221	40
Grand Rapids - Kalamazoo - Battle Creek	989,459	41
Salt Lake City	986,808	42
Buffalo	966,669	43
Jacksonville	960,437	44
Louisville	950,092	45
Albuquerque	931,164	46
Oklahoma City	927,445	47
Albany - Schenectady - Troy	901,990	48
Harrisburg - York - Lancaster - Lebanon	890,775	49
Dayton	887,978	50
Greensboro - Winston-Salem - High Point	859,039	51
Palm Springs	848,562	52
Portland - Poland Spring	823,238	53
Fresno - Visalia	786,691	54
Austin, Tex.	771,425	55
Memphis	760,149	56
Birmingham	730,479	57
Wichita - Hutchinson	714,012	58
Wilkes Barre - Scranton	713,767	59
Toledo	706,186	60
Tulsa	699,840	61
Flint - Saginaw - Bay City	699,685	62
Mobile - Pensacola	697,383	63
Richmond	670,908	64
Knoxville	665,989	65
Green Bay - Appleton	643,764	66
Rochester, N.Y.	630,262	67
Little Rock	607,479	68
Las Vegas	602,978	69
Springfield - Decatur - Champaign	600,927	70
Omaha	591,190	71
Charleston - Huntington	584,601	72
Santa Barbara - Santa Maria - San Luis Obispo	575,193	73
Syracuse	574,047	74
Lexington	569,651	75
Des Moines	564,374	76
Springfield, Mass.	560,768	77
Spokane	558,531	78
Ft. Myers - Naples	555,391	79
Burlington - Plattsburgh	552,104	80
Salinas - Monterey	547,076	81
Roanoke - Lynchburg	532,294	82
Columbia, S.C.	523,805	83
South Bend - Elkhart	518,689	84
Madison	515,305	85
Cedar Rapids - Waterloo - Dubuque	485,879	86
Tucson	478,498	87
Davenport - Rock Island - Moline	468,227	88
Shreveport - Texarkana	447,761	89
Huntsville - Decatur - Florence	428,518	90
Savannah	422,689	91
Chattanooga	421,158	92
Charleston, S.C.	411,565	93
Springfield, Mo.	403,598	94
Ft. Wayne	402,528	95
Youngstown	390,647	96
Paducah - Cape Girardeau - Harrisburg - Marion	389,799	97
Colorado Springs - Pueblo	386,768	98
Lansing	382,807	99
Johnstown - Altoona	374,727	100
Peoria - Bloomington	374,206	101
Waco - Temple - Bryan	367,961	102
Evansville	364,209	103
Florence - Myrtle Beach	363,834	104
Jackson, Miss.	361,295	105
Bakersfield	358,350	106
El Paso	352,487	107
Eugene	350,229	108
Greenville - New Bern - Washington	335,867	109
Lincoln - Hastings - Kearney	334,226	110
Baton Rouge	328,815	111
Reno	326,023	112
Tyler - Longview - Jacksonville	322,931	113
Kearns - Pasco - Richland - Kennewick	320,108	114
Bristol - Kingsport - Johnson City	318,851	115
Augusta	314,492	116
Tallahassee - Thomasville	310,306	117
Salisbury	306,659	118
Sioux Falls - Mitchell	304,813	119
Fargo	301,767	120
Traverse City - Cadillac	294,825	121
La Crosse - Eau Claire	288,803	122
Montgomery - Selma	285,839	123
Macon	281,721	124
Amarillo	281,161	125
Corpus Christi	271,449	126
Sarasota	271,165	127
Lafayette, La.	265,749	128
McAllen - Brownsville	263,727	129
Chico - Redding	262,038	130
Wausau - Rhinelander	261,787	131
Columbus, Ga.	256,470	132
Ft. Smith	255,914	133
Rockford	254,255	134
Medford	251,685	135
Boise	247,752	136
Lubbock	239,808	137
Topeka	238,557	138
Utica	233,049	139
Duluth - Superior	231,958	140
Beaumont - Port Arthur	228,492	141
Wichita Falls - Lawton	227,857	142
Wilmington	226,891	143
Erie	224,308	144
Monroe - El Dorado	207,817	145
Binghamton	199,869	146
Panama City	198,966	147
Bangor	197,750	148
Rochester - Mason City - Austin	194,271	149
Sioux City	193,200	150
Joplin - Pittsburg	188,954	151
Wheeling - Steubenville	185,039	152
Columbia - Jefferson City	183,682	153
Odessa - Midland	182,127	154
Terre Haute	179,043	155
Biloxi - Gulfport - Pascagoula	178,681	156
Minot - Bismarck - Dickinson - Glendive	165,848	157
Greenville	165,509	158
Albany, Ga.	158,539	159
Grand Junction - Durango	155,627	160
Idaho Falls - Pocatello	152,821	161
Columbus - Tupelo	150,217	162
Billings - Hardin	148,715	163
Abilene - Sweetwater	142,653	164
Rapid City	141,017	165
Bluefield - Beckley - Oak Hill	132,323	166
Watertown - Carthage	132,241	167
Dothan	127,700	168
Missoula	126,130	169
Harrisonburg	114,750	170
Quincy - Hannibal	113,996	171
Lake Charles	111,167	172
Elmira	110,873	173
Clarksburg - Weston	107,632	174
El Centro - Yuma	105,745	175
Alexandria, La.	103,033	176
Laurel - Hattiesburg	101,424	177
Lafayette, Ind.	99,640	178
Eureka	94,384	179
Charlottesville	93,660	180
Flagstaff	92,312	181
Great Falls	89,654	182
Tuscaloosa	86,953	183
Butte	86,358	184
Parkersburg	85,181	185
Lima	79,103	186
Cheyenne - Scottsbluff (Sterling)	78,171	187
Marquette	76,924	188
Bend	75,624	189
Greenwood - Greenville	75,303	190
San Angelo	74,070	191
Anniston	71,412	192
Laredo	69,551	193
Jonesboro	67,689	194
Ardmore - Ada	67,433	195
Jackson, Tenn.	66,379	196
St. Joseph	66,153	197
Bowling Green	66,102	198
Meridian	65,032	199
Casper - Riverton	61,299	200
Twin Falls	60,855	201
Hagerstown	60,710	202
Zanesville	56,073	203
Mankato	48,703	204
Presque Isle	45,017	205
Ottumwa - Kirksville	32,638	206
Helena	32,390	207
North Platte	31,477	208
Alpena	17,321	209
Total U.S. ADIs	**174,996,620**	

1991 Eating Place Units

ADI	Units	Rank
New York	23,313	1
Los Angeles	16,126	2
Chicago	10,122	3
San Francisco - Oakland - San Jose	8,850	4
Philadelphia	8,292	5
Boston	8,038	6
Washington, D.C.	5,827	7
Dallas - Ft. Worth	5,388	8
Detroit	5,252	9
Atlanta	5,026	10
Seattle - Tacoma	4,744	11
Cleveland	4,498	12
Miami - Ft. Lauderdale	4,404	13
Houston	4,179	14
Minneapolis - St. Paul	4,164	15
Denver	3,736	16
Sacramento - Stockton	3,726	17
St. Louis	3,507	18
Pittsburgh	3,406	19
Tampa - St. Petersburg	3,359	20
Hartford - New Haven	3,261	21
Portland, Ore.	3,100	22
San Diego	3,058	23
Phoenix	3,041	24
Indianapolis	2,918	25
Orlando - Daytona Beach - Melbourne	2,853	26
Baltimore	2,842	27
Milwaukee	2,494	28
Charlotte	2,389	29
Cincinnati	2,346	30
Kansas City	2,286	31
Buffalo	2,240	32
Raleigh - Durham	2,183	33
Columbus, Ohio	2,132	34
Providence - New Bedford	2,127	35
Oklahoma City	2,094	36
Nashville	2,045	37
San Antonio - Victoria	2,024	38
Greenville - Spartanburg - Asheville	1,979	39
Norfolk - Portsmouth - Newport News - Hampton	1,967	40
Albany - Schenectady - Troy	1,950	41
Salt Lake City	1,923	42
Grand Rapids - Kalamazoo - Battle Creek	1,884	43
New Orleans	1,817	44
Albuquerque	1,799	45
Wilkes-Barre - Scranton	1,746	46
Harrisburg - York - Lancaster - Lebanon	1,718	47
Greensboro - Winston-Salem - High Point	1,669	48
Memphis	1,637	49
West Palm Beach - Ft. Pierce - Vero Beach	1,604	50
Wichita - Hutchinson	1,567	51
Dayton	1,563	52
Louisville	1,534	53
Tulsa	1,481	54
Jacksonville	1,463	55
Portland - Poland Spring	1,423	56
Fresno - Visalia	1,406	57
Toledo	1,403	58
Birmingham	1,325	59
Syracuse	1,321	60
Flint - Saginaw - Bay City	1,320	61
Richmond	1,304	62
Little Rock	1,300	63
Green Bay - Appleton	1,271	64
Charleston - Huntington	1,265	65
Austin, Tex.	1,231	66
Omaha	1,227	67
Mobile - Pensacola	1,224	68
Des Moines	1,218	69
Rochester, N.Y.	1,205	70
Springfield - Decatur - Champaign	1,170	71
Knoxville	1,168	72
Palm Springs	1,147	73
Roanoke - Lynchburg	1,136	74
Burlington - Plattsburgh	1,102	75
Springfield, Mo.	1,064	76
Spokane	1,063	77
South Bend - Elkhart	1,057	78
Cedar Rapids - Waterloo - Dubuque	1,025	79
Lexington	1,002	80
Davenport - Rock Island - Moline	997	81
Paducah - Cape Girardeau - Harrisburg - Marion	983	82
Madison	967	83
Tucson	952	84
Salinas - Monterey	926	85
Santa Barbara - Santa Maria - San Luis Obispo	899	86
Shreveport - Texarkana	897	87
Columbia, S.C.	891	88
Youngstown	877	89
Chattanooga	871	90
Johnstown - Altoona	867	91
Huntsville - Decatur - Florence	863	92
Lincoln - Hastings - Kearney	860	93
Ft. Myers - Naples	827	94
Sioux Falls - Mitchell	813	95
Las Vegas	809	96
Springfield, Mass.	807	97
Colorado Springs - Pueblo	800	98
Evansville	783	99
Ft. Wayne	774	100
Jackson, Miss.	765	101
Traverse City - Cadillac	759	102
Fargo	749	103
Peoria - Bloomington	746	104
Waco - Temple - Bryan	736	105
Savannah	712	106
El Paso	700	107
Charleston, S.C.	697	108
Lansing	692	109
Bristol - Kingsport - Johnson City	659	110
Amarillo	658	111
Corpus Christi	648	112
Eugene	648	112
Florence - Myrtle Beach	647	114
Greenville - New Bern - Washington	627	115
Duluth - Superior	624	116
Wausau - Rhinelander	616	117
Baton Rouge	615	118
Tyler - Longview - Jacksonville	614	119
Ft. Smith	585	120
Bakersfield	582	121
La Crosse - Eau Claire	577	122
Reno	572	123
Sioux City	571	124
McAllen - Brownsville	567	125
Tallahassee - Thomasville	559	126
Augusta	548	127
Yakima - Pasco - Richland - Kennewick	545	128
Chico - Redding	541	129
Montgomery - Selma	538	130
Medford	536	131
Topeka	533	132
Macon	524	133
Boise	523	134
Lubbock	518	135
Wichita Falls - Lawton	517	136
Joplin - Pittsburg	515	137
Rockford	513	138
Erie	511	139
Columbus, Ga.	503	140
Minot - Bismarck - Dickinson - Glendive	497	141
Utica	495	142
Odessa - Midland	487	143
Wilmington	487	143
Salisbury	486	145
Binghamton	484	146
Bangor	466	147
Terre Haute	461	148
Lafayette, La.	452	149
Rochester - Mason City - Austin	448	150
Sarasota	441	151
Wheeling - Steubenville	438	152
Columbia - Jefferson City	411	153
Beaumont - Port Arthur	404	154
Idaho Falls - Pocatello	401	155
Columbus - Tupelo	399	156
Monroe - El Dorado	371	157
Abilene - Sweetwater	353	158
Rapid City	351	159
Billings - Hardin	343	160
Biloxi - Gulfport - Pascagoula	341	161
Albany, Ga.	337	162
Quincy - Hannibal	328	163
Panama City	315	164
Missoula	314	165
Watertown - Carthage	313	166
Bluefield - Beckley - Oak Hill	310	167
Gainesville	304	168
Clarksburg - Weston	298	169
Elmira	269	170
Great Falls	259	171
Eureka	257	172
Laurel - Hattiesburg	247	173
Harrisonburg	242	174
Dothan	232	175
El Centro - Yuma	229	176
Grand Junction - Durango	226	177
Jonesboro	221	178
Butte	219	179
Marquette	205	180
Ardmore - Ada	199	181
Greenwood - Greenville	191	182
Alexandria, La.	188	183
Lake Charles	186	184
Jackson, Tenn.	182	185
Lafayette, Ind.	173	186
Parkersburg	172	187
San Angelo	172	187
Casper - Riverton	166	189
Tuscaloosa	164	190
Charlottesville	162	191
Flagstaff	152	192
Lima	152	192
Meridian	152	192
Twin Falls	149	195
Cheyenne - Scottsbluff (Sterling)	146	196
St. Joseph	144	197
Hagerstown	140	198
Bend	127	199
Bowling Green	115	200
Laredo	111	201
Anniston	107	202
Mankato	106	203
Zanesville	98	204
Ottumwa - Kirksville	94	205
Presque Isle	90	206
Helena	76	207
North Platte	66	208
Alpena	57	209
Total U.S. ADIs	300,998	

1991 Fast Food Sales

ADI	Sales ($000)	Rank
Los Angeles	4,613,974	1
New York	3,206,231	2
Chicago	2,376,964	3
San Francisco - Oakland - San Jose	2,095,888	4
Boston	1,639,747	5
Dallas - Ft. Worth	1,544,333	6
Philadelphia	1,488,472	7
Atlanta	1,486,787	8
Washington, D.C.	1,430,732	9
Detroit	1,383,107	10
Seattle - Tacoma	1,189,010	11
Houston	1,126,626	12
Cleveland	1,099,092	13
Sacramento - Stockton	977,221	14
St. Louis	976,791	15
Minneapolis - St. Paul	953,802	16
Miami - Ft. Lauderdale	940,654	17
Indianapolis	906,226	18
San Diego	853,084	19
Tampa - St. Petersburg	810,508	20
Phoenix	783,374	21
Raleigh - Durham	778,604	22
Portland, Ore.	762,013	23
Denver	759,325	24
Orlando - Daytona Beach - Melbourne	757,127	25
Baltimore	706,188	26
Kansas City	673,038	27
Cincinnati	672,894	28
Columbus, Ohio	670,597	29
Charlotte	651,525	30
Nashville	628,588	31
Hartford - New Haven	624,264	32
Pittsburgh	613,241	33
San Antonio - Victoria	589,948	34
Milwaukee	540,378	35
Greenville - Spartanburg - Asheville	536,998	36
Louisville	532,164	37
Norfolk - Portsmouth - Newport News - Hampton	522,842	38
New Orleans	512,708	39
Jacksonville	500,336	40
Salt Lake City	491,296	41
Dayton	465,285	42
Oklahoma City	446,143	43
Providence - New Bedford	445,349	44
Birmingham	417,898	45
Albuquerque	416,952	46
Greensboro - Winston-Salem - High Point	411,354	47
Grand Rapids - Kalamazoo - Battle Creek	397,151	48
Memphis	395,301	49
Buffalo	378,053	50
Palm Springs	377,358	51
Wichita - Hutchinson	360,210	52
Mobile - Pensacola	357,716	53
Tulsa	350,284	54
Austin, Tex.	350,278	55
Charleston - Huntington	343,793	56
Fresno - Visalia	343,470	57
West Palm Beach - Ft. Pierce - Vero Beach	339,046	58
Knoxville	336,395	59
Harrisburg - York - Lancaster - Lebanon	334,828	60
Little Rock	323,284	61
Lexington	321,637	62
Richmond	316,371	63
Toledo	314,989	64
Flint - Saginaw - Bay City	298,765	65
Portland - Poland Spring	289,494	66
Wilkes-Barre - Scranton	285,548	67
Albany - Schenectady - Troy	284,399	68
Springfield - Decatur - Champaign	276,662	69
Huntsville - Decatur - Florence	275,856	70
Omaha	262,615	71
South Bend - Elkhart	258,737	72
Roanoke - Lynchburg	254,109	73
Las Vegas	251,298	74
Columbia, S.C.	249,547	75
Chattanooga	245,632	76
Rochester, N.Y.	244,947	77
Des Moines	240,267	78
Green Bay - Appleton	237,829	79
Spokane	237,438	80
Shreveport - Texarkana	236,765	81
Paducah - Cape Girardeau - Harrisburg - Marion	232,808	82
Savannah	224,100	83
Davenport - Rock Island - Moline	219,259	84
Cedar Rapids - Waterloo - Dubuque	211,546	85
Springfield, Mo.	211,209	86
Tucson	203,946	87
Syracuse	203,559	88
Evansville	199,136	89
Jackson, Miss.	198,263	90
Santa Barbara - Santa Maria - San Luis Obispo	197,841	91
Bristol - Kingsport - Johnson City	193,648	92
Salinas - Monterey	191,840	93
Madison	189,517	94
Ft. Wayne	187,921	95
Springfield, Mass.	185,480	96
Bakersfield	185,143	97
Greenville - New Bern - Washington	184,602	98
Ft. Myers - Naples	183,072	99
Youngstown	181,331	100
Montgomery - Selma	181,284	101
Florence - Myrtle Beach	177,771	102
Waco - Temple - Bryan	174,993	103
Charleston, S.C.	173,489	104
Peoria - Bloomington	171,586	105
Baton Rouge	169,440	106
Lansing	168,109	107
Augusta	165,496	108
Colorado Springs - Pueblo	164,071	109
Tyler - Longview - Jacksonville	163,937	110
El Paso	163,473	111
Burlington - Plattsburgh	161,298	112
Lincoln - Hastings - Kearney	154,114	113
Macon	152,248	114
Corpus Christi	146,739	115
Columbus, Ga.	146,144	116
Johnstown - Altoona	143,168	117
Amarillo	140,889	118
Tallahassee - Thomasville	140,775	119
Eugene	140,671	120
Ft. Smith	140,045	121
Lafayette, La.	139,592	122
Fargo	138,515	123
Reno	134,900	124
Salisbury	125,020	125
Topeka	124,777	126
McAllen - Brownsville	122,704	127
Wilmington	122,149	128
Yakima - Pasco - Richland - Kennewick	119,731	129
Traverse City - Cadillac	118,440	130
Lubbock	117,381	131
Beaumont - Port Arthur	116,603	132
Sioux Falls - Mitchell	115,879	133
Wichita Falls - Lawton	114,814	134
Monroe - El Dorado	111,731	135
Rockford	110,857	136
Boise	110,071	137
La Crosse - Eau Claire	105,863	138
Biloxi - Gulfport - Pascagoula	105,778	139
Wheeling - Steubenville	100,338	140
Medford	100,125	141
Chico - Redding	99,487	142
Columbus - Tupelo	97,536	143
Terre Haute	96,230	144
Joplin - Pittsburg	95,611	145
Columbia - Jefferson City	95,184	146
Albany, Ga.	91,436	147
Odessa - Midland	91,166	148
Wausau - Rhinelander	90,544	149
Sioux City	85,464	150
Erie	85,331	151
Duluth - Superior	84,449	152
Bluefield - Beckley - Oak Hill	80,505	153
Dothan	78,647	154
Minot - Bismarck - Dickinson - Glendive	78,007	155
Rochester - Mason City - Austin	76,609	156
Panama City	76,446	157
Abilene - Sweetwater	73,686	158
Bangor	71,188	159
Utica	70,700	160
Idaho Falls - Pocatello	67,929	161
Clarksburg - Weston	66,691	162
Sarasota	66,283	163
Laurel - Hattiesburg	65,474	164
Gainesville	61,948	165
Binghamton	61,914	166
Harrisonburg	61,821	167
Quincy - Hannibal	60,377	168
Billings - Hardin	58,012	169
Rapid City	55,636	170
Lake Charles	55,485	171
Alexandria, La.	53,565	172
Grand Junction - Durango	52,977	173
Tuscaloosa	52,791	174
Lafayette, Ind.	51,794	175
Watertown - Carthage	51,360	176
Parkersburg	50,917	177
Greenwood - Greenville	48,475	178
Missoula	47,721	179
Anniston	43,353	180
Bowling Green	43,019	181
Meridian	42,497	182
Charlottesville	40,958	183
Jonesboro	40,826	184
El Centro - Yuma	40,791	185
Elmira	38,071	186
Ardmore - Ada	37,855	187
Lima	37,560	188
Jackson, Tenn.	37,019	189
Flagstaff	36,521	190
San Angelo	35,889	191
Eureka	35,472	192
Great Falls	34,871	193
Cheyenne - Scottsbluff (Sterling)	33,069	194
Butte	32,690	195
St. Joseph	32,442	196
Laredo	32,374	197
Bend	30,855	198
Marquette	30,416	199
Zanesville	29,774	200
Twin Falls	27,665	201
Hagerstown	25,581	202
Casper - Riverton	24,694	203
Mankato	18,202	204
Ottumwa - Kirksville	17,005	205
North Platte	14,500	206
Presque Isle	14,371	207
Helena	12,220	208
Alpena	6,964	209
Total U.S. ADIs	70,496,899	

1991 Restaurant Sales

ADI	Sales ($000)	Rank
New York	6,975,188	1
Los Angeles	6,383,164	2
Boston	3,611,997	3
San Francisco - Oakland - San Jose	3,522,178	4
Chicago	3,222,139	5
Philadelphia	2,342,390	6
Washington, D.C.	1,973,365	7
Seattle - Tacoma	1,914,611	8
Miami - Ft. Lauderdale	1,670,893	9
Detroit	1,576,730	10
Dallas - Ft. Worth	1,448,212	11
Minneapolis - St. Paul	1,395,649	12
Atlanta	1,223,182	13
San Diego	1,182,102	14
Denver	1,160,527	15
Orlando - Daytona Beach - Melbourne	1,155,332	16
Sacramento - Stockton	1,153,326	17
Cleveland	1,147,063	18
Houston	1,144,666	19
Hartford - New Haven	1,078,563	20
Portland, Ore.	1,075,812	21
Tampa - St. Petersburg	1,073,907	22
Phoenix	951,873	23
Pittsburgh	798,732	24
St. Louis	765,618	25
Milwaukee	760,064	26
Baltimore	728,202	27
Providence - New Bedford	708,085	28
Cincinnati	706,452	29
West Palm Beach - Ft. Pierce - Vero Beach	695,662	30
Raleigh - Durham	617,765	31
Indianapolis	611,051	32
Kansas City	562,646	33
Columbus, Ohio	556,982	34
Grand Rapids - Kalamazoo - Battle Creek	519,252	35
Albany - Schenectady - Troy	515,216	36
New Orleans	503,323	37
Nashville	503,273	38
Buffalo	491,759	39
Harrisburg - York - Lancaster - Lebanon	486,175	40
Portland - Poland Spring	479,179	41
San Antonio - Victoria	472,298	42
Norfolk - Portsmouth - Newport News - Hampton	470,779	43
Charlotte	463,720	44
Palm Springs	438,472	45
Albuquerque	428,772	46
Jacksonville	409,305	47
Salt Lake City	409,223	48
Fresno - Visalia	392,292	49
Greenville - Spartanburg - Asheville	380,482	50
Green Bay - Appleton	365,867	51
Flint - Saginaw - Bay City	360,363	52
Wilkes-Barre - Scranton	359,985	53
Santa Barbara - Santa Maria - San Luis Obispo	353,626	54
Dayton	346,944	55
Burlington - Plattsburgh	344,050	56
Louisville	340,439	57
Oklahoma City	338,866	58
Springfield, Mass.	332,150	59
Ft. Myers - Naples	330,887	60
Toledo	329,425	61
Salinas - Monterey	328,429	62
Austin, Tex.	326,677	63
Greensboro - Winston-Salem - High Point	325,186	64
Rochester, N.Y.	311,472	65
Madison	297,366	66
Syracuse	291,076	67
Spokane	285,648	68
Mobile - Pensacola	285,484	69
Knoxville	284,690	70
Omaha	278,229	71
Memphis	275,519	72
Richmond	275,240	73
Wichita - Hutchinson	275,020	74
Des Moines	271,866	75
Springfield - Decatur - Champaign	267,869	76
Las Vegas	266,154	77
Tulsa	245,679	78
Cedar Rapids - Waterloo - Dubuque	236,746	79
Birmingham	233,586	80
Tucson	233,299	81
Roanoke - Lynchburg	224,207	82
Little Rock	218,152	83
South Bend - Elkhart	215,073	84
Davenport - Rock Island - Moline	209,757	85
Columbia, S.C.	198,510	86
Charleston - Huntington	196,907	87
Lexington	196,832	88
Charleston, S.C.	194,704	89
Colorado Springs - Pueblo	194,008	90
Lansing	191,042	91
Ft. Wayne	190,781	92
Johnstown - Altoona	190,402	93
Eugene	187,214	94
Sarasota	184,304	95
Yakima - Pasco - Richland - Kennewick	180,628	96
Youngstown	179,480	97
Sioux Falls - Mitchell	172,740	98
La Crosse - Eau Claire	165,207	99
Salisbury	161,775	100
Traverse City - Cadillac	161,532	101
Shreveport - Texarkana	161,123	102
Savannah	160,688	103
Peoria - Bloomington	160,529	104
Springfield, Mo.	160,257	105
Wausau - Rhinelander	159,327	106
Bakersfield	157,837	107
Lincoln - Hastings - Kearney	157,497	108
Reno	154,757	109
Florence - Myrtle Beach	154,220	110
Fargo	153,646	111
Chattanooga	147,853	112
Tallahassee - Thomasville	147,146	113
El Paso	144,355	114
Paducah - Cape Girardeau - Harrisburg - Marion	144,032	115
Waco - Temple - Bryan	143,381	116
Chico - Redding	142,447	117
Medford	136,098	118
Evansville	135,680	119
Duluth - Superior	130,861	120
Utica	127,226	121
Greenville - New Bern - Washington	124,044	122
Jackson, Miss.	122,819	123
Boise	121,304	124
Tyler - Longview - Jacksonville	121,166	125
Huntsville - Decatur - Florence	119,413	126
Rockford	117,229	127
Baton Rouge	115,748	128
Erie	114,127	129
Bangor	114,032	130
Augusta	109,244	131
Binghamton	108,186	132
Amarillo	107,957	133
Panama City	106,926	134
Rochester - Mason City - Austin	104,411	135
McAllen - Brownsville	103,663	136
Macon	102,126	137
Bristol - Kingsport - Johnson City	97,157	138
Corpus Christi	96,485	139
Sioux City	95,079	140
Lubbock	91,802	141
Lafayette, La.	90,755	142
Gainesville	89,621	143
Topeka	89,302	144
Grand Junction - Durango	89,124	145
Columbus, Ga.	86,399	146
Ft. Smith	85,457	147
Wilmington	84,110	148
Wichita Falls - Lawton	83,507	149
Beaumont - Port Arthur	82,522	150
Minot - Bismarck - Dickinson - Glendive	82,488	151
Billings - Hardin	81,885	152
Montgomery - Selma	80,980	153
Rapid City	78,341	154
Idaho Falls - Pocatello	76,981	155
Columbia - Jefferson City	73,826	156
Joplin - Pittsburg	73,163	157
Missoula	70,844	158
Monroe - El Dorado	70,420	159
Wheeling - Steubenville	69,963	160
Terre Haute	69,361	161
Watertown - Carthage	69,278	162
Odessa - Midland	69,013	163
El Centro - Yuma	60,151	164
Elmira	58,798	165
Eureka	55,940	166
Albany, Ga.	54,658	167
Biloxi - Gulfport - Pascagoula	53,912	168
Abilene - Sweetwater	52,966	169
Flagstaff	50,322	170
Great Falls	49,288	171
Butte	48,545	172
Quincy - Hannibal	46,885	173
Harrisonburg	43,909	174
Bluefield - Beckley - Oak Hill	42,305	175
Marquette	41,808	176
Charlottesville	41,641	177
Cheyenne - Scottsbluff (Sterling)	41,344	178
Bend	40,967	179
Columbus - Tupelo	40,544	180
Lake Charles	39,734	181
Lafayette, Ind.	38,976	182
Dothan	38,712	183
Alexandria, La.	35,546	184
Lima	34,630	185
Casper - Riverton	34,231	186
Clarksburg - Weston	33,363	187
Twin Falls	29,630	188
San Angelo	28,630	189
Mankato	27,982	190
Hagerstown	27,435	191
Laredo	27,411	192
Laurel - Hattiesburg	27,308	193
Parkersburg	27,164	194
St. Joseph	26,687	195
Tuscaloosa	26,129	196
Jackson, Tenn.	24,519	197
Zanesville	24,363	198
Presque Isle	23,018	199
Jonesboro	22,383	200
Anniston	21,459	201
Ardmore - Ada	21,082	202
Greenwood - Greenville	20,539	203
Bowling Green	19,301	204
Helena	18,142	205
Meridian	17,383	206
North Platte	15,109	207
Ottumwa - Kirksville	14,021	208
Alpena	9,497	209
Total U.S. ADIs	**$4,990,325**	

1991 Restaurant Activity Index

ADI	RAI	Rank
Anniston	176	1
Salisbury	156	2
San Francisco - Oakland - San Jose	141	3
Los Angeles	133	4
San Diego	132	5
Salinas - Monterey	130	6
Lafayette, Ind.	129	7
Indianapolis	128	8
Detroit	127	9
Columbus, Ohio	126	10
Boston	125	11
Raleigh - Durham	124	12
Chicago	123	13
Atlanta	122	14
Grand Junction - Durango	120	15
Portland, Ore.	119	16
Lansing	118	17
Miami - Ft. Lauderdale	118	17
Orlando - Daytona Beach - Melbourne	118	17
Santa Barbara - Santa Maria - San Luis Obispo	118	17
Washington, D.C.	117	21
Springfield, Mass.	116	22
Providence - New Bedford	114	23
Milwaukee	113	24
Seattle - Tacoma	113	24
Sarasota	112	26
Springfield - Decatur - Champaign	111	27
Hartford - New Haven	109	28
Jacksonville	109	28
Madison	109	28
Bakersfield	108	31
Cincinnati	108	31
Ft. Wayne	108	31
St. Louis	108	31
Dayton	107	35
Grand Rapids - Kalamazoo - Battle Creek	107	35
Minneapolis - St. Paul	107	35
South Bend - Elkhart	107	35
Eugene	106	39
Florence - Myrtle Beach	106	39
La Crosse - Eau Claire	106	39
West Palm Beach - Ft. Pierce - Vero Beach	106	39
Denver	105	43
Kansas City	105	43
Biloxi - Gulfport - Pascagoula	104	45
Cheyenne - Scottsbluff (Sterling)	104	45
Nashville	104	45
Palm Springs	104	45
Flagstaff	103	49
Louisville	103	49
Sacramento - Stockton	103	49
Tuscaloosa	102	52
Portland - Poland Spring	101	53
Topeka	101	53
Zanesville	101	53
Baltimore	100	56
Columbia, S.C.	100	56
Toledo	100	56
Colorado Springs - Pueblo	99	59
Mobile - Pensacola	99	59
North Platte	99	59
Peoria - Bloomington	99	59
Wausau - Rhinelander	99	59
Albuquerque	98	64
Ft. Myers - Naples	98	64
Lima	98	64
Omaha	98	64
Twin Falls	98	64
Cleveland	97	69
Green Bay - Appleton	97	69
Greensboro - Winston-Salem - High Point	97	69
Bend	96	72
Knoxville	96	72
Norfolk - Portsmouth - Newport News - Hampton	96	72
Rockford	96	72
Savannah	96	72
Oklahoma City	95	77
Charlotte	94	78
Dallas - Ft. Worth	94	78
Eureka	94	78
Charleston, S.C.	93	81
Flint - Saginaw - Bay City	93	81
Fresno - Visalia	93	81
Tampa - St. Petersburg	93	81
Wichita - Hutchinson	93	81
Las Vegas	92	86
Panama City	92	86
San Antonio - Victoria	92	86
Wichita Falls - Lawton	92	86
Burlington - Plattsburgh	91	90
Cedar Rapids - Waterloo - Dubuque	91	90
Macon	91	90
Youngstown	91	90
Birmingham	90	94
Columbia - Jefferson City	90	94
Davenport - Rock Island - Moline	90	94
Medford	90	94
New York	90	94
Austin, Tex.	89	99
Butte	89	99
Lexington	89	99
Lincoln - Hastings - Kearney	89	99
Gainesville	88	103
Rapid City	88	103
Reno	88	103
Wilmington	88	103
Charlottesville	87	107
St. Joseph	87	107
Bowling Green	86	109
Chattanooga	86	109
Huntsville - Decatur - Florence	86	109
Tucson	86	109
Utica	86	109
Abilene - Sweetwater	85	114
Columbus, Ga.	85	114
El Paso	85	114
Lubbock	85	114
Memphis	85	114
Phoenix	85	114
San Angelo	85	114
Sioux Falls - Mitchell	85	114
Terre Haute	85	114
Greenville - Spartanburg - Asheville	83	123
Joplin - Pittsburg	83	123
Parkersburg	83	123
Boise	82	126
Dothan	82	126
Erie	82	126
Fargo	82	126
Greenville - New Bern - Washington	82	126
Montgomery - Selma	82	126
Tallahassee - Thomasville	82	126
Amarillo	81	133
Augusta	81	133
Chico - Redding	81	133
Houston	81	133
Missoula	81	133
Richmond	81	133
Yakima - Pasco - Richland - Kennewick	81	133
Evansville	80	140
Harrisburg - York - Lancaster - Lebanon	80	140
Jackson, Miss.	80	140
New Orleans	80	140
Philadelphia	80	140
Rochester - Mason City - Austin	80	140
Springfield, Mo.	80	140
Tulsa	80	140
Great Falls	79	148
Harrisonburg	79	148
Minot - Bismarck - Dickinson - Glendive	79	148
Pittsburgh	79	148
Roanoke - Lynchburg	79	148
Salt Lake City	79	148
Spokane	79	148
Albany - Schenectady - Troy	77	155
Paducah - Cape Girardeau - Harrisburg - Marion	77	155
Quincy - Hannibal	77	155
Beaumont - Port Arthur	76	158
Buffalo	76	158
Little Rock	76	158
Marquette	76	158
Tyler - Longview - Jacksonville	76	158
Waco - Temple - Bryan	76	158
Billings - Hardin	75	164
Des Moines	75	164
Duluth - Superior	75	164
Syracuse	75	164
Traverse City - Cadillac	75	164
El Centro - Yuma	73	169
Idaho Falls - Pocatello	73	169
Rochester, N.Y.	73	169
Casper - Riverton	72	172
Charleston - Huntington	72	172
Ft. Smith	72	172
Sioux City	71	175
Wheeling - Steubenville	71	175
Hagerstown	70	177
Johnstown - Altoona	70	177
Wilkes Barre - Scranton	70	177
Helena	69	180
Watertown - Carthage	69	180
Bangor	68	182
Bristol - Kingsport - Johnson City	68	182
Corpus Christi	68	182
Laurel - Hattiesburg	68	182
Binghamton	66	186
Shreveport - Texarkana	66	186
Jackson, Tenn.	65	188
Alexandria, La.	63	189
Ottumwa - Kirksville	63	189
Elmira	62	191
Clarksburg - Weston	61	192
Mankato	61	192
Laredo	60	194
McAllen - Brownsville	60	194
Alpena	59	196
Columbus - Tupelo	59	196
Greenwood - Greenville	59	196
Lake Charles	58	199
Meridian	58	199
Odessa - Midland	58	199
Lafayette, La.	57	202
Albany, Ga.	56	203
Presque Isle	56	203
Monroe - El Dorado	55	205
Ardmore - Ada	53	206
Baton Rouge	53	206
Bluefield - Beckley - Oak Hill	52	208
Jonesboro	51	209
Total U.S. ADIs	**99**	

1991 Restaurant Growth Index

ADI	RGI	Rank
Las Vegas	443	1
Reno	243	2
Philadelphia	131	3
Washington, D.C.	130	4
Houston	124	5
Baton Rouge	122	6
Orlando - Daytona Beach - Melbourne	122	6
Dallas - Ft. Worth	115	8
Palm Springs	113	9
Baltimore	112	10
Minneapolis - St. Paul	112	10
San Diego	112	10
Chicago	111	13
Harrisburg - York - Lancaster - Lebanon	111	13
Lake Charles	111	13
Los Angeles	110	16
Harrisonburg	108	17
Kansas City	108	17
Detroit	107	19
Nashville	107	19
Phoenix	107	19
Richmond	107	19
Salt Lake City	107	19
Boston	106	24
Lansing	106	24
Rochester, N.Y.	106	24
Anniston	105	27
Jacksonville	105	27
New York	105	27
Raleigh - Durham	105	27
Augusta	104	31
New Orleans	104	31
San Francisco - Oakland - San Jose	104	31
Bristol - Kingsport - Johnson City	103	34
Columbus, Ohio	103	34
Hartford - New Haven	103	34
Milwaukee	103	34
Atlanta	102	38
Bowling Green	102	38
St. Louis	102	38
Tallahassee - Thomasville	102	38
Birmingham	101	42
Cincinnati	101	42
Monroe - El Dorado	101	42
Beaumont - Port Arthur	100	45
Miami - Ft. Lauderdale	100	45
Alexandria, La.	99	47
Charlotte	99	47
Charlottesville	99	47
Grand Rapids - Kalamazoo - Battle Creek	99	47
Jackson, Miss.	99	47
Louisville	99	47
Norfolk - Portsmouth - Newport News - Hampton	99	47
Seattle - Tacoma	99	47
Columbus - Tupelo	98	55
Macon	98	55
Montgomery - Selma	98	55
Albany, Ga.	97	58
Austin, Tex.	97	58
Columbia, S.C.	97	58
Roanoke - Lynchburg	97	58
Charleston, S.C.	96	62
Huntsville - Decatur - Florence	96	62
Lexington	96	62
Madison	96	62
West Palm Beach - Ft. Pierce - Vero Beach	96	62
Bakersfield	95	67
Denver	95	67
Indianapolis	95	67
Meridian	95	67
Lafayette, La.	94	71
Memphis	94	71
Mobile - Pensacola	94	71
Springfield, Mass.	94	71
Tampa - St. Petersburg	94	71
Tuscaloosa	94	71
Dayton	93	77
El Paso	93	77
Flagstaff	93	77
Ft. Myers - Naples	93	77
Hagerstown	93	77
Cleveland	92	82
Dothan	92	82
Ft. Wayne	92	82
Greensboro - Winston-Salem - High Point	92	82
Knoxville	92	82
Savannah	92	82
Lafayette, Ind.	91	88
Peoria - Bloomington	91	88
Sacramento - Stockton	91	88
Shreveport - Texarkana	91	88
Yakima - Pasco - Richland - Kennewick	91	88
Binghamton	90	93
Des Moines	90	93
Grand Junction - Durango	90	93
Greenville - Spartanburg - Asheville	90	93
Portland, Ore.	90	93
Rockford	90	93
Flint - Saginaw - Bay City	89	99
Fresno - Visalia	89	99
Gainesville	89	99
Green Bay - Appleton	89	99
Little Rock	89	99
Omaha	89	99
Parkersburg	88	105
Salinas - Monterey	88	105
Springfield - Decatur - Champaign	88	105
Columbia - Jefferson City	87	108
Greenville - New Bern - Washington	87	108
San Antonio - Victoria	87	108
Bluefield - Beckley - Oak Hill	86	111
Chattanooga	86	111
Evansville	86	111
Laredo	86	111
Pittsburgh	86	111
Tucson	86	111
Cheyenne - Scottsbluff (Sterling)	85	117
Idaho Falls - Pocatello	85	117
Rochester - Mason City - Austin	85	117
Albany - Schenectady - Troy	84	120
Albuquerque	84	120
Boise	84	120
Burlington - Plattsburgh	84	120
Cedar Rapids - Waterloo - Dubuque	84	120
Colorado Springs - Pueblo	84	120
Columbus, Ga.	84	120
Florence - Myrtle Beach	84	120
Biloxi - Gulfport - Pascagoula	83	128
Santa Barbara - Santa Maria - San Luis Obispo	83	128
North Platte	82	130
Portland - Poland Spring	82	130
Syracuse	82	130
Topeka	82	130
Davenport - Rock Island - Moline	81	134
El Centro - Yuma	81	134
Helena	81	134
Presque Isle	81	134
Providence - New Bedford	81	134
Toledo	81	134
Greenwood - Greenville	80	140
La Crosse - Eau Claire	80	140
South Bend - Elkhart	80	140
Spokane	80	140
Charleston - Huntington	79	144
Elmira	79	144
Jackson, Tenn.	79	144
Wheeling - Steubenville	79	144
Wichita - Hutchinson	79	144
Billings - Hardin	78	149
Laurel - Hattiesburg	78	149
Casper - Riverton	77	151
Erie	77	151
Ft. Smith	77	151
Waco - Temple - Bryan	77	151
Zanesville	77	151
Bend	76	156
Buffalo	76	156
Lima	76	156
Lincoln - Hastings - Kearney	76	156
Panama City	76	156
St. Joseph	76	156
Wilkes-Barre - Scranton	76	156
Terre Haute	75	163
Tulsa	75	163
McAllen - Brownsville	74	165
Sarasota	74	165
Sioux Falls - Mitchell	74	165
Utica	74	165
Wilmington	74	165
Youngstown	74	165
Fargo	73	171
Mankato	73	171
Rapid City	73	171
Eugene	72	174
Minot - Bismarck - Dickinson - Glendive	72	174
Chico - Redding	71	176
Corpus Christi	71	176
Jonesboro	71	176
Tyler - Longview - Jacksonville	71	176
Wausau - Rhinelander	71	176
Bangor	70	181
Johnstown - Altoona	70	181
Ottumwa - Kirksville	70	181
Paducah - Cape Girardeau - Harrisburg - Marion	70	181
Wichita Falls - Lawton	70	181
Quincy - Hannibal	69	186
Salisbury	69	186
Springfield, Mo.	69	186
Clarksburg - Weston	68	189
Oklahoma City	68	189
Duluth - Superior	67	191
Great Falls	67	191
Lubbock	67	191
Sioux City	67	191
Twin Falls	66	195
Watertown - Carthage	66	195
Butte	65	197
Odessa - Midland	65	197
Amarillo	63	199
Missoula	63	199
Ardmore - Ada	62	201
San Angelo	62	201
Abilene - Sweetwater	61	203
Eureka	60	204
Joplin - Pittsburg	60	204
Medford	60	204
Marquette	59	207
Traverse City - Cadillac	59	207
Alpena	57	209
Total U.S. ADIs	100	

1991 Population Per Unit

ADI	Pop. Per Unit	Rank
Laredo	1,342	1
Alexandria, La.	1,338	2
McAllen - Brownsville	1,294	3
Monroe - El Dorado	1,289	4
Lake Charles	1,248	5
Baton Rouge	1,191	6
Columbus - Tupelo	1,189	7
Meridian	1,187	8
Lafayette, La.	1,168	9
Bluefield - Beckley - Oak Hill	1,159	10
Greenwood - Greenville	1,151	11
Palm Springs	1,125	12
Bristol - Kingsport - Johnson City	1,120	13
Shreveport - Texarkana	1,118	14
Anniston	1,091	15
El Paso	1,090	16
Albany, Ga.	1,086	17
Montgomery - Selma	1,083	18
Bowling Green	1,068	19
Jackson, Miss.	1,067	20
Augusta	1,066	21
Birmingham	1,043	22
Beaumont - Port Arthur	1,038	23
Las Vegas	1,038	23
Dothan	1,035	25
Greenville - New Bern - Washington	1,032	26
Fresno - Visalia	1,026	27
Laurel - Hattiesburg	1,018	28
Columbus, Ga.	1,004	29
Memphis	1,003	30
Bakersfield	999	31
Charleston - Huntington	999	31
El Centro - Yuma	999	31
Salt Lake City	991	34
Houston	980	35
Macon	973	36
Waco - Temple - Bryan	973	36
Lexington	971	38
Tallahassee - Thomasville	969	39
Presque Isle	958	40
Jonesboro	953	41
Harrisonburg	949	42
Louisville	942	43
Flint - Saginaw - Bay City	937	44
Nashville	935	45
Tuscaloosa	935	45
Columbia, S.C.	932	47
Savannah	931	48
Huntsville - Decatur - Florence	929	49
Ottumwa - Kirksville	928	50
Ardmore - Ada	926	51
Charleston, S.C.	924	52
New Orleans	922	53
Knoxville	921	54
Baltimore	919	55
Little Rock	918	56
Grand Rapids - Kalamazoo - Battle Creek	917	57
Mobile - Pensacola	917	57
Lansing	915	59
Wheeling - Steubenville	912	60
Raleigh - Durham	911	61
Tyler - Longview - Jacksonville	902	62
Phoenix	897	63
Clarksburg - Weston	895	64
Detroit	893	65
Minneapolis - St. Paul	893	65
Tampa - St. Petersburg	893	65
Yakima - Pasco - Richland - Kennewick	893	65
Richmond	892	69
Terre Haute	892	69
Harrisburg - York - Lancaster - Lebanon	891	71
San Antonio - Victoria	890	72
Biloxi - Gulfport - Pascagoula	886	73
Jackson, Tenn.	886	73
Roanoke - Lynchburg	886	73
Dallas - Ft. Worth	885	76
Columbia - Jefferson City	882	77
Johnstown - Altoona	882	77
Binghamton	880	79
Kansas City	879	80
Chattanooga	878	81
Elmira	878	81
Evansville	878	81
Hagerstown	876	84
Greenville - Spartanburg - Asheville	874	85
Philadelphia	874	85
Columbus, Ohio	871	87
Paducah - Cape Girardeau - Harrisburg - Marion	870	88
Cincinnati	866	89
Jacksonville	864	90
Parkersburg	864	90
Pittsburgh	863	92
Tucson	863	92
Norfolk - Portsmouth - Newport News - Hampton	860	94
Sacramento - Stockton	860	94
Ft. Smith	858	96
Los Angeles	858	96
Dayton	856	98
San Diego	852	99
Zanesville	842	100
Springfield, Mass.	841	101
St. Louis	840	102
Quincy - Hannibal	839	103
Rochester, N.Y.	837	104
Chicago	835	105
Cleveland	835	105
Milwaukee	834	107
Orlando - Daytona Beach - Melbourne	834	107
Washington, D.C.	833	109
Charlotte	831	110
Albuquerque	828	111
St. Joseph	828	111
Ft. Wayne	826	113
Watertown - Carthage	823	114
West Palm Beach - Ft. Pierce - Vero Beach	823	114
Wichita Falls - Lawton	821	116
Abilene - Sweetwater	818	117
Youngstown	818	117
Ft. Myers - Naples	817	119
Panama City	817	119
Idaho Falls - Pocatello	816	121
Colorado Springs - Pueblo	812	122
Green Bay - Appleton	812	122
Greensboro - Winston-Salem - High Point	810	124
Rockford	809	125
Chico - Redding	808	126
New York	805	127
Wilmington	805	127
Erie	803	129
Austin, Tex.	798	130
Boise	798	130
Indianapolis	798	130
Reno	797	133
Springfield - Decatur - Champaign	795	134
Wilkes-Barre - Scranton	793	135
La Crosse - Eau Claire	790	136
San Angelo	790	136
Spokane	789	138
Cedar Rapids - Waterloo - Dubuque	788	139
Peoria - Bloomington	788	139
Toledo	787	141
Des Moines	786	142
Springfield, Mo.	785	143
Topeka	785	143
Davenport - Rock Island - Moline	784	145
Atlanta	783	146
Corpus Christi	783	146
Tulsa	782	148
Rochester - Mason City - Austin	781	149
Mankato	780	150
Odessa - Midland	775	151
Omaha	772	152
South Bend - Elkhart	772	152
Gainesville	771	154
Seattle - Tacoma	767	155
Lafayette, Ind.	765	156
Miami - Ft. Lauderdale	765	156
Fargo	763	158
Hartford - New Haven	763	158
Utica	762	160
Portland, Ore.	756	161
Cheyenne - Scottsbluff (Sterling)	753	162
Madison	752	163
Marquette	740	164
Minot - Bismarck - Dickinson - Glendive	735	165
Lubbock	731	166
Syracuse	730	167
Lima	728	168
Buffalo	726	169
Lincoln - Hastings - Kearney	724	170
Providence - New Bedford	722	171
Sioux City	722	171
Bangor	719	173
Wausau - Rhinelander	717	174
Alpena	716	175
Boston	715	176
Sioux Falls - Mitchell	709	177
Grand Junction - Durango	704	178
Denver	703	179
Oklahoma City	703	179
Wichita - Hutchinson	702	181
Duluth - Superior	692	182
Salinas - Monterey	692	182
Albany - Schenectady - Troy	686	184
Eugene	686	184
Joplin - Pittsburg	686	184
Charlottesville	681	187
Amarillo	680	188
North Platte	680	188
Rapid City	679	190
San Francisco - Oakland - San Jose	675	191
Burlington - Plattsburgh	673	192
Santa Barbara - Santa Maria - San Luis Obispo	672	193
Medford	665	194
Flagstaff	664	195
Twin Falls	663	196
Casper - Riverton	654	197
Great Falls	654	197
Billings - Hardin	653	199
Florence - Myrtle Beach	653	199
Sarasota	653	199
Traverse City - Cadillac	641	202
Helena	634	203
Portland - Poland Spring	632	204
Bend	614	205
Missoula	614	205
Butte	584	207
Eureka	581	208
Salisbury	521	209
Total U.S. ADIs	837	

1991 Per Capita Eating Place Sales

ADI	Per Capita Sales	Rank
Salisbury	1,211	1
San Francisco - Oakland - San Jose	1,051	2
Boston	1,045	3
Grand Junction - Durango	978	4
Bend	970	5
Santa Barbara - Santa Maria - San Luis Obispo	953	6
Sarasota	942	7
Seattle - Tacoma	924	8
Portland - Poland Spring	916	9
Flagstaff	915	10
Los Angeles	881	11
Orlando - Daytona Beach - Melbourne	881	11
Miami - Ft. Lauderdale	872	13
Florence - Myrtle Beach	861	14
Portland, Ore.	855	15
Salinas - Monterey	854	16
Charlottesville	849	17
San Diego	847	18
West Palm Beach - Ft. Pierce - Vero Beach	840	19
Denver	832	20
Providence - New Bedford	826	21
Springfield, Mass.	826	21
Ft. Myers - Naples	822	23
Washington, D.C.	817	24
Eugene	792	25
Austin, Tex.	785	26
Atlanta	783	27
Raleigh - Durham	782	28
Hartford - New Haven	779	29
Jacksonville	778	30
Panama City	773	31
Cincinnati	758	32
Lafayette, Ind.	753	33
Chicago	750	34
Dallas - Ft. Worth	748	35
Burlington - Plattsburgh	745	36
Indianapolis	732	37
Columbus, Ohio	722	38
Las Vegas	718	39
Lima	715	40
Phoenix	715	40
Reno	715	40
New Orleans	714	43
Detroit	713	44
Cheyenne - Scottsbluff (Sterling)	711	45
Madison	709	46
Sacramento - Stockton	707	47
Gainesville	706	48
Medford	706	48
Zanesville	704	50
Minneapolis - St. Paul	701	51
North Platte	701	51
Tampa - St. Petersburg	693	53
Kansas City	688	54
St. Louis	688	54
Milwaukee	684	56
Butte	675	57
Albany - Schenectady - Troy	674	58
San Antonio - Victoria	674	58
Helena	672	60
Spokane	666	61
Billings - Hardin	664	62
Dayton	664	62
New York	663	64
Palm Springs	658	65
Louisville	657	66
Yakima - Pasco - Richland - Kennewick	657	66
Missoula	654	68
Cleveland	653	69
Houston	649	70
Wichita - Hutchinson	649	70
Baltimore	648	72
Norfolk - Portsmouth - Newport News - Hampton	647	73
Springfield - Decatur - Champaign	646	74
Nashville	641	75
Toledo	640	76
Charleston, S.C.	639	77
Savannah	638	78
Peoria - Bloomington	637	79
Greensboro - Winston-Salem - High Point	636	80
South Bend - Elkhart	636	80
La Crosse - Eau Claire	633	82
Eureka	632	83
Lubbock	632	83
Columbia, S.C.	630	85
Oklahoma City	630	85
Ft. Wayne	629	87
Amarillo	628	88
Albuquerque	625	89
Charlotte	625	89
Rochester, N.Y.	625	89
Green Bay - Appleton	624	92
Omaha	624	92
Mobile - Pensacola	622	94
Knoxville	619	95
Utica	618	96
Bakersfield	616	97
Twin Falls	616	97
Colorado Springs - Pueblo	614	99
Rockford	613	100
Anniston	612	101
Philadelphia	609	102
Buffalo	606	103
Traverse City - Cadillac	606	103
Tulsa	605	105
Lansing	604	106
Cedar Rapids - Waterloo - Dubuque	602	107
Chico - Redding	599	108
Mankato	595	109
Syracuse	595	109
Davenport - Rock Island - Moline	594	111
Boise	593	112
Wausau - Rhinelander	593	112
Rapid City	592	114
Biloxi - Gulfport - Pascagoula	591	115
Bangor	590	116
Des Moines	590	116
Lexington	585	118
Greenville - Spartanburg - Asheville	584	119
Tyler - Longview - Jacksonville	583	120
Harrisburg - York - Lancaster - Lebanon	582	121
Tucson	582	121
Wilmington	579	123
Richmond	577	124
Grand Rapids - Kalamazoo - Battle Creek	573	125
Parkersburg	573	125
Tallahassee - Thomasville	573	125
Topeka	570	128
Tuscaloosa	567	129
Flint - Saginaw - Bay City	566	130
Casper - Riverton	564	131
Youngstown	557	132
Rochester - Mason City - Austin	555	133
St. Joseph	555	133
Macon	553	135
Chattanooga	551	136
Erie	547	137
Beaumont - Port Arthur	545	138
Fresno - Visalia	545	138
San Angelo	545	138
Pittsburgh	542	141
Augusta	538	142
Bowling Green	538	142
Duluth - Superior	537	144
Wichita Falls - Lawton	537	144
Lincoln - Hastings - Kearney	536	146
Corpus Christi	535	147
Huntsville - Decatur - Florence	535	147
Joplin - Pittsburg	535	147
Dothan	532	150
Evansville	530	151
Great Falls	530	151
Roanoke - Lynchburg	529	153
Birmingham	528	154
Fargo	528	154
Sioux Falls - Mitchell	528	154
Greenville - New Bern - Washington	519	157
Salt Lake City	518	158
Wilkes-Barre - Scranton	516	159
Waco - Temple - Bryan	514	160
Watertown - Carthage	513	161
Ft. Smith	510	162
Little Rock	509	163
Columbus, Ga.	508	164
Columbia - Jefferson City	507	165
Lafayette, La.	503	166
Marquette	501	167
Harrisonburg	500	168
Hagerstown	495	169
Abilene - Sweetwater	494	170
Johnstown - Altoona	490	171
Montgomery - Selma	490	171
Odessa - Midland	483	173
Springfield, Mo.	483	173
Lake Charles	479	175
Binghamton	470	176
Elmira	469	177
Sioux City	469	177
Paducah - Cape Girardeau - Harrisburg - Marion	468	179
Idaho Falls - Pocatello	467	180
Laredo	467	180
Presque Isle	464	182
Charleston - Huntington	463	183
Memphis	463	183
Wheeling - Steubenville	463	183
El Centro - Yuma	462	186
El Paso	462	186
Minot - Bismarck - Dickinson - Glendive	454	188
Baton Rouge	449	189
Jackson, Miss.	443	190
Shreveport - Texarkana	442	191
Terre Haute	435	192
Monroe - El Dorado	434	193
Albany, Ga.	433	194
Bristol - Kingsport - Johnson City	432	195
Alpena	425	196
Quincy - Hannibal	414	197
Jackson, Tenn.	412	198
Alexandria, La.	410	199
Clarksburg - Weston	404	200
Laurel - Hattiesburg	403	201
Ottumwa - Kirksville	374	202
Bluefield - Beckley - Oak Hill	368	203
Ardmore - Ada	366	204
Meridian	360	205
McAllen - Brownsville	359	206
Greenwood - Greenville	343	207
Jonesboro	321	208
Columbus - Tupelo	317	209
Total U.S. ADIs	692	

1991 Per Capita Fast Food Sales

ADI	Per Capita Sales	Rank
Salisbury	494	1
Florence - Myrtle Beach	421	2
Bend	396	3
Jacksonville	396	3
Raleigh - Durham	392	5
Lafayette, Ind.	391	6
Indianapolis	389	7
Atlanta	378	8
Anniston	371	9
Charlottesville	371	9
Louisville	368	11
Flagstaff	362	12
Columbus, Ohio	361	13
Zanesville	361	13
Austin, Tex.	357	15
San Francisco - Oakland - San Jose	351	16
Biloxi - Gulfport - Pascagoula	350	17
Bowling Green	350	17
Dayton	348	19
Huntsville - Decatur - Florence	344	20
Tuscaloosa	344	20
Parkersburg	343	22
Lima	340	23
Savannah	338	24
Kansas City	335	25
Grand Junction - Durango	333	26
Los Angeles	333	26
St. Louis	332	28
Cincinnati	331	29
Lexington	331	29
Nashville	329	31
Charlotte	328	32
San Antonio - Victoria	328	32
San Diego	328	32
Santa Barbara - Santa Maria - San Luis Obispo	328	32
Dothan	327	36
Seattle - Tacoma	327	36
Wichita - Hutchinson	327	36
Portland, Ore.	325	39
Dallas - Ft. Worth	324	40
North Platte	323	41
Portland - Poland Spring	322	42
Chattanooga	321	43
Mobile - Pensacola	319	44
Bakersfield	318	45
Orlando - Daytona Beach - Melbourne	318	45
South Bend - Elkhart	317	47
Eugene	316	48
Amarillo	315	49
Knoxville	313	50
Wilmington	312	51
Greenville - Spartanburg - Asheville	311	52
Montgomery - Selma	311	52
Lubbock	310	54
Norfolk - Portsmouth - Newport News - Hampton	309	55
New Orleans	306	56
Sacramento - Stockton	305	57
Greensboro - Winston-Salem - High Point	304	58
Oklahoma City	303	59
Tulsa	303	59
Birmingham	302	61
Cheyenne - Scottsbluff (Sterling)	301	62
Columbia, S.C.	300	63
Salinas - Monterey	300	63
Las Vegas	299	65
Macon	299	65
Topeka	298	67
Panama City	297	68
Springfield - Decatur - Champaign	297	68
Reno	296	70
Tyler - Longview - Jacksonville	296	70
Detroit	295	72
Washington, D.C.	295	72
Ft. Wayne	294	74
Palm Springs	293	75
Cleveland	292	76
Peoria - Bloomington	292	76
Columbus, Ga.	290	78
Evansville	290	78
Providence - New Bedford	290	78
Corpus Christi	289	81
Denver	289	81
Phoenix	287	83
Boston	285	84
Greenville - New Bern - Washington	285	84
Toledo	285	84
Augusta	283	87
Spokane	283	87
Chicago	281	89
Medford	281	89
Albuquerque	280	91
Davenport - Rock Island - Moline	280	91
Twin Falls	280	91
Ft. Smith	279	94
Miami - Ft. Lauderdale	279	94
Beaumont - Port Arthur	278	96
Omaha	277	97
Houston	275	98
Springfield, Mass.	273	99
Charleston - Huntington	272	100
Paducah - Cape Girardeau - Harrisburg - Marion	272	100
Richmond	272	100
St. Joseph	272	100
Ft. Myers - Naples	271	104
Joplin - Pittsburg	271	104
Little Rock	271	104
Wichita Falls - Lawton	271	104
Baltimore	270	108
Tampa - St. Petersburg	270	108
Charleston, S.C.	269	110
Harrisonburg	269	110
Rockford	267	112
Lansing	265	113
Boise	264	114
Gainesville	264	114
Lafayette, La.	264	114
San Angelo	264	114
Columbia - Jefferson City	263	118
Bristol - Kingsport - Johnson City	262	119
Cedar Rapids - Waterloo - Dubuque	262	119
Madison	261	121
Laurel - Hattiesburg	260	122
Milwaukee	260	122
Tallahassee - Thomasville	260	122
Billings - Hardin	259	125
Salt Lake City	258	126
Minneapolis - St. Paul	257	127
West Palm Beach - Ft. Pierce - Vero Beach	257	127
Butte	256	129
Abilene - Sweetwater	255	130
Helena	254	131
Colorado Springs - Pueblo	253	132
Springfield, Mo.	253	132
Youngstown	253	132
Roanoke - Lynchburg	252	135
Des Moines	251	136
Hartford - New Haven	251	136
Wheeling - Steubenville	251	136
Albany, Ga.	250	139
Clarksburg - Weston	250	139
Missoula	248	141
Tucson	248	141
Lincoln - Hastings - Kearney	247	143
Yakima - Pasco - Richland - Kennewick	246	144
Traverse City - Cadillac	244	145
Waco - Temple - Bryan	244	145
Jackson, Miss.	243	147
Rochester, N.Y.	243	147
Fargo	242	149
Flint - Saginaw - Bay City	242	149
Odessa - Midland	242	149
Memphis	241	152
Lake Charles	239	153
Fresno - Visalia	238	154
Eureka	237	155
Meridian	236	156
Shreveport - Texarkana	236	156
Monroe - El Dorado	234	158
Terre Haute	234	158
Rapid City	233	160
Buffalo	232	161
La Crosse - Eau Claire	232	161
Baton Rouge	231	163
Green Bay - Appleton	231	163
Grand Rapids - Kalamazoo - Battle Creek	230	165
Jackson, Tenn.	230	165
Sarasota	230	165
Chico - Redding	228	168
Casper - Riverton	227	169
Bluefield - Beckley - Oak Hill	224	170
Mankato	222	171
Greenwood - Greenville	221	172
Harrisburg - York - Lancaster - Lebanon	219	173
Quincy - Hannibal	219	173
Rochester - Mason City - Austin	219	173
Burlington - Plattsburgh	218	176
Laredo	217	177
El Paso	214	178
Albany - Schenectady - Troy	213	179
Alexandria, La.	213	179
Bangor	213	179
Minot - Bismarck - Dickinson - Glendive	213	179
Syracuse	211	183
Pittsburgh	209	184
Erie	208	185
Hagerstown	208	185
Idaho Falls - Pocatello	207	187
Sioux City	207	187
Columbus - Tupelo	206	189
Great Falls	206	189
Wilkes-Barre - Scranton	206	189
Ardmore - Ada	205	192
Philadelphia	205	192
Wausau - Rhinelander	205	192
Marquette	201	195
Sioux Falls - Mitchell	201	195
Watertown - Carthage	199	197
Duluth - Superior	196	198
Ottumwa - Kirksville	195	199
Jonesboro	194	200
Johnstown - Altoona	187	201
Utica	187	201
El Centro - Yuma	178	203
Alpena	171	204
New York	171	204
McAllen - Brownsville	167	206
Presque Isle	167	206
Elmira	161	208
Binghamton	145	209
Total U.S. ADIs	280	

1991 Per Capita Restaurant Sales

ADI	Per Capita Sales	Rank
Sarasota	640	1
Salisbury	639	2
Boston	629	3
San Francisco - Oakland - San Jose	590	4
Santa Barbara - Santa Maria - San Luis Obispo	586	5
Grand Junction - Durango	560	6
Portland - Poland Spring	533	7
West Palm Beach - Ft. Pierce - Vero Beach	527	8
Seattle - Tacoma	526	9
Bend	525	10
Salinas - Monterey	513	11
Flagstaff	499	12
Miami - Ft. Lauderdale	496	13
Ft. Myers - Naples	490	14
Springfield, Mass.	489	15
Orlando - Daytona Beach - Melbourne	486	16
Burlington - Plattsburgh	464	17
Los Angeles	461	18
Providence - New Bedford	461	18
Portland, Ore.	459	20
San Diego	454	21
Denver	442	22
Hartford - New Haven	433	23
Eugene	421	24
Panama City	416	25
Madison	409	26
Washington, D.C.	407	27
Albany - Schenectady - Troy	385	28
Gainesville	382	29
Medford	382	29
Chicago	381	31
Butte	380	32
Charlottesville	378	33
Cheyenne - Scottsbluff (Sterling)	376	34
Helena	376	34
Minneapolis - St. Paul	375	36
Eureka	374	37
New York	372	38
Yakima - Pasco - Richland - Kennewick	371	39
Missoula	367	40
Billings - Hardin	365	41
Florence - Myrtle Beach	365	41
Milwaukee	365	41
La Crosse - Eau Claire	363	44
Wausau - Rhinelander	361	45
Sacramento - Stockton	360	46
Tampa - St. Petersburg	358	47
Green Bay - Appleton	355	48
Phoenix	349	49
Cincinnati	348	50
Mankato	342	51
Spokane	341	52
Bangor	340	53
Palm Springs	340	53
Reno	339	55
North Platte	337	56
Utica	337	56
Detroit	336	58
Austin, Tex.	333	59
Traverse City - Cadillac	332	60
Rapid City	329	61
Chico - Redding	326	62
Jacksonville	324	63
Philadelphia	323	64
Harrisburg - York - Lancaster - Lebanon	318	65
Las Vegas	317	66
Casper - Riverton	315	67
Lima	313	68
Atlanta	311	69
Raleigh - Durham	311	69
Rochester, N.Y.	309	71
Cleveland	305	72
Dallas - Ft. Worth	304	73
Duluth - Superior	303	74
Buffalo	302	75
Charleston, S.C.	302	75
Lansing	302	75
Syracuse	302	75
Grand Rapids - Kalamazoo - Battle Creek	301	79
Columbus, Ohio	300	80
New Orleans	300	80
Twin Falls	300	80
Colorado Springs - Pueblo	299	83
Sioux Falls - Mitchell	299	83
Ft. Wayne	298	85
Rochester - Mason City - Austin	298	85
Toledo	298	85
Lafayette, Ind.	296	88
Zanesville	295	89
Omaha	294	90
Cedar Rapids - Waterloo - Dubuque	293	91
Flint - Saginaw - Bay City	291	92
Great Falls	291	92
Boise	290	94
Albuquerque	288	95
Springfield - Decatur - Champaign	288	95
Des Moines	284	97
Tucson	284	97
Rockford	283	99
Kansas City	280	100
Baltimore	279	101
Houston	279	101
Erie	278	103
Norfolk - Portsmouth - Newport News - Hampton	278	103
Marquette	276	105
Peoria - Bloomington	273	106
Fresno - Visalia	272	107
Pittsburgh	272	107
Tallahassee - Thomasville	272	107
Bakersfield	271	110
Fargo	269	111
Watertown - Carthage	269	111
Davenport - Rock Island - Moline	268	113
Presque Isle	267	114
Knoxville	265	115
South Bend - Elkhart	264	116
El Centro - Yuma	263	117
Nashville	263	117
Indianapolis	262	119
San Antonio - Victoria	262	119
St. Louis	260	121
Wilkes Barre - Scranton	260	121
Dayton	259	123
Binghamton	254	124
Mobile - Pensacola	254	124
Lincoln - Hastings - Kearney	253	126
Wichita - Hutchinson	250	127
Youngstown	250	127
Elmira	249	129
Johnstown - Altoona	249	129
Lubbock	242	131
Savannah	242	131
Amarillo	241	133
Greensboro - Winston-Salem - High Point	241	133
Columbia, S.C.	239	135
Richmond	237	136
Louisville	236	137
Idaho Falls - Pocatello	235	138
Charlotte	234	139
Alpena	233	140
Sioux City	231	141
Oklahoma City	230	142
Minot - Bismarck - Dickinson - Glendive	226	143
Hagerstown	224	144
St. Joseph	224	144
Roanoke - Lynchburg	223	146
Greenville - Spartanburg - Asheville	220	147
Tyler - Longview - Jacksonville	219	148
Salt Lake City	215	149
Wilmington	215	149
Topeka	213	151
Tulsa	212	152
San Angelo	211	153
Joplin - Pittsburg	207	154
Columbia - Jefferson City	204	155
Lexington	202	156
Macon	200	157
Waco - Temple - Bryan	200	157
Beaumont - Port Arthur	197	159
Evansville	197	159
Wichita Falls - Lawton	197	159
Chattanooga	193	162
Greenville - New Bern - Washington	192	163
Springfield, Mo.	192	163
Harrisonburg	191	165
Corpus Christi	190	166
El Paso	189	167
Augusta	187	168
Anniston	184	169
Laredo	184	169
Abilene - Sweetwater	183	171
Little Rock	183	171
Odessa - Midland	183	171
Parkersburg	183	171
Biloxi - Gulfport - Pascagoula	178	175
Wheeling - Steubenville	175	176
Lafayette, La.	172	177
Columbus, Ga.	171	178
Lake Charles	171	178
Ft. Smith	170	180
Quincy - Hannibal	170	180
Tuscaloosa	170	180
Birmingham	169	183
Terre Haute	169	183
Memphis	168	185
Paducah - Cape Girardeau - Harrisburg - Marion	168	185
Dothan	161	187
Ottumwa - Kirksville	161	187
Shreveport - Texarkana	161	187
Baton Rouge	158	190
Bowling Green	157	191
Charleston - Huntington	156	192
Jackson, Tenn.	152	193
Jackson, Miss.	151	194
Albany, Ga.	149	195
Huntsville - Decatur - Florence	149	195
Monroe - El Dorado	147	197
Alexandria, La.	141	198
McAllen - Brownsville	141	198
Montgomery - Selma	139	200
Bristol - Kingsport - Johnson City	132	201
Clarksburg - Weston	125	202
Bluefield - Beckley - Oak Hill	118	203
Ardmore - Ada	114	204
Laurel - Hattiesburg	109	205
Jonesboro	106	206
Meridian	96	207
Greenwood - Greenville	93	208
Columbus - Tupelo	85	209
Total U.S. ADIs	337	